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December 15, 1938

BROADCASTING

stax

Vol. 15 • No. 12

Broadcast Advertising

DECEMBER 15, 1938
WASHINGTON, D. C.

Foreign
$4.00 the Year

$3.00 the Year
15¢ the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

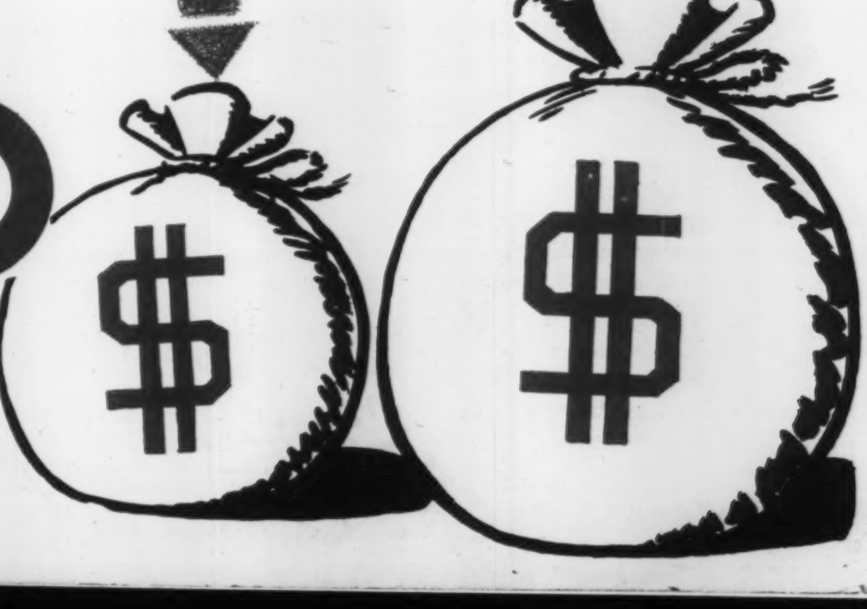
Miami University Library
OXFORD OHIO

SCHOOL OF BUSINESS ADMINISTRATION
Miami
University

WHO offers $433,352,000 EXTRA RETAIL SALES!

Iowa is a big state—larger in area than New York and New Jersey put together. Yet WHO, in the center of Iowa, not only *covers* this big state—WHO goes so far beyond Iowa that actually 40% of our mail comes from OUTSIDE the state!

Big Iowa does big retail business—$650,029,000 per year. *But that's only 60% of the retail business done in our primary listening area.* The other 40% amounts to $433,352,000 per year—an EXTRA 433-million-dollar market—a *bonus* market that makes WHO one of the best "buys" in the advertising field.



WHO

FOR "IOWA PLUS!"

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC., Representatives

IT BEATS THE BAND

. . . how Homer drums up sales

Homer is a drummer. He plays in the band on KLZ's Homemaker's Program. Homer never talks . . . he quacks like a duck. And what he can do with a set of drums has Denver's jitterbugs sent solid!

Homer is a master salesman. He's sold himself and the products he represents to Denver's housewives. Every morning the Homemaker's Show plays to a capacity studio audience as well as to a peak level of listeners at home.

The Homemaker's Program would be a good show without Homer. Homer gives it that added touch which makes the difference between a good show and superb showmanship.

Homer is typical of KLZ . . . and of all KLZ's productions. The difference between KLZ showmanship and ordinary good radio is summed up in the difference between Homer and an ordinary drummer. It beats the band how that difference sells goods for KLZ advertisers!

THE HOMEMAKER'S PROGRAM is on the air from KLZ five mornings a week. Against a background of music by one of Denver's favorite radio bands, a procession of household hints, recipes and food news keeps housewives attentively tuned to this station.

KLZ *Denver*

CBS AFFILIATE ● 560 KILOCYCLES

MANAGEMENT AFFILIATED WITH WKY AND THE OKLAHOMA PUBLISHING COMPANY — REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

WAAB	Boston
WEAN	Providence
WICC	Bridgeport New Haven
WTHT	Hartford
WNLC	New London
WSAR	Fall River
WSPR	Springfield
WHAI	Greenfield
WLBZ	Bangor
WFEA	Manchester
WNBH	New Bedford
WLLH	Lowell Lawrence
WATR	Waterbury
WLNH	Laconia
WRDO	Augusta
WCOU	Lewiston Auburn

Like Beavers—
The Colonial Network Builds and Builds . . .

THE beaver, master engineer of the animal kingdom, knows that great structural strength can be obtained from a network of boughs, bound together securely.

By the same method you can build a strong, forceful sales campaign in New England by intertwining the radio facilities reaching each of the individual trading areas in this vast, major market territory, extending from southern Connecticut to northern Maine.

The Colonial Network provides **16** stations, all strategically located, and together comprising a group that assures extensive, effective coverage.

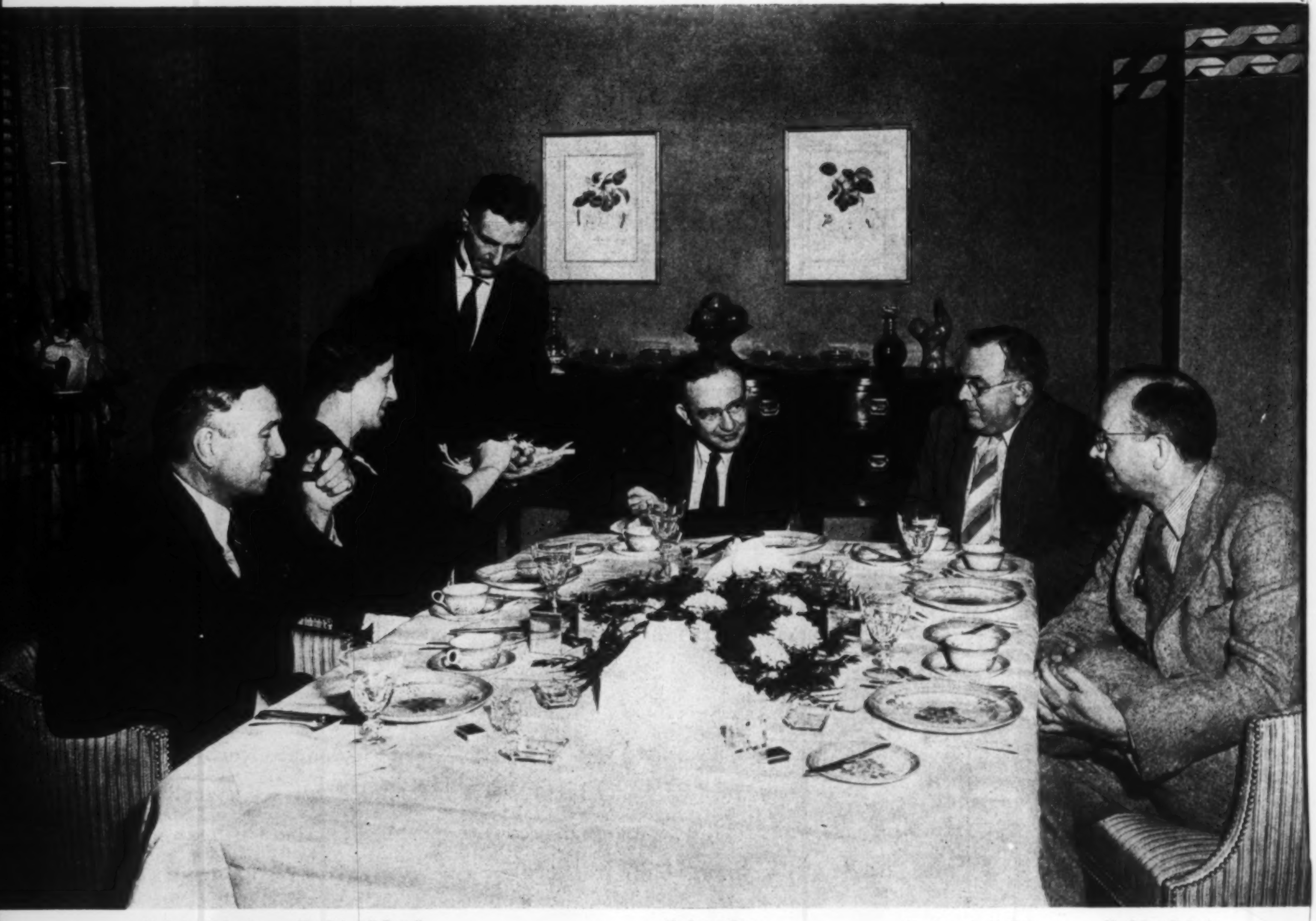
No other network offers so much coverage at such low cost

The COLONIAL NETWORK

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS .
EDWARD PETRY & CO., INC., *Exclusive National Representatives*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

Columbia sets the table..

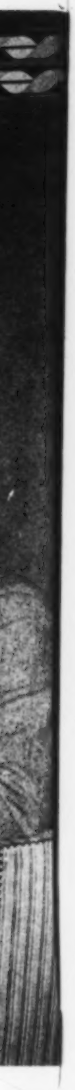


Mr. Robert F. Lund   Mrs. Robert V. Russell   Mr. Lyman Bryson   Mr. Alexander H. Watt   Mr. George H. Soule

A few of the subjects discussed on "The People's Platform"

Public Opinion and the Press
Public Opinion and the Radio
Public Opinion and Magazines
Is There Politics in Relief?
Should We Spend Our Way to Recovery?
What is a Liberal?
Do We Need a Larger Army and Navy?
What Should We Do About Our Surpluses?
A Third Term for Presidents?
Do We Need a League of American Nations?
Should We Admit the Refugees?
How Can You Succeed in the Arts?

le...*and people talk!*



Mr. Amos Pinchot dined with a cabby. A housewife from the Bronx and a Connecticut grocer exchanged views with an industrialist and an economist. A pacifist and a rear admiral debated armaments. Secretary Wallace and General Hugh Johnson had coffee—and an argument. A truck driver, a former president of Panama, a policeman's wife and a famous socialist—all have been Columbia's dinner guests, all have helped make The People's Platform, *created by the CBS Department of Education, one of the most provocative and most interesting of all radio programs.*

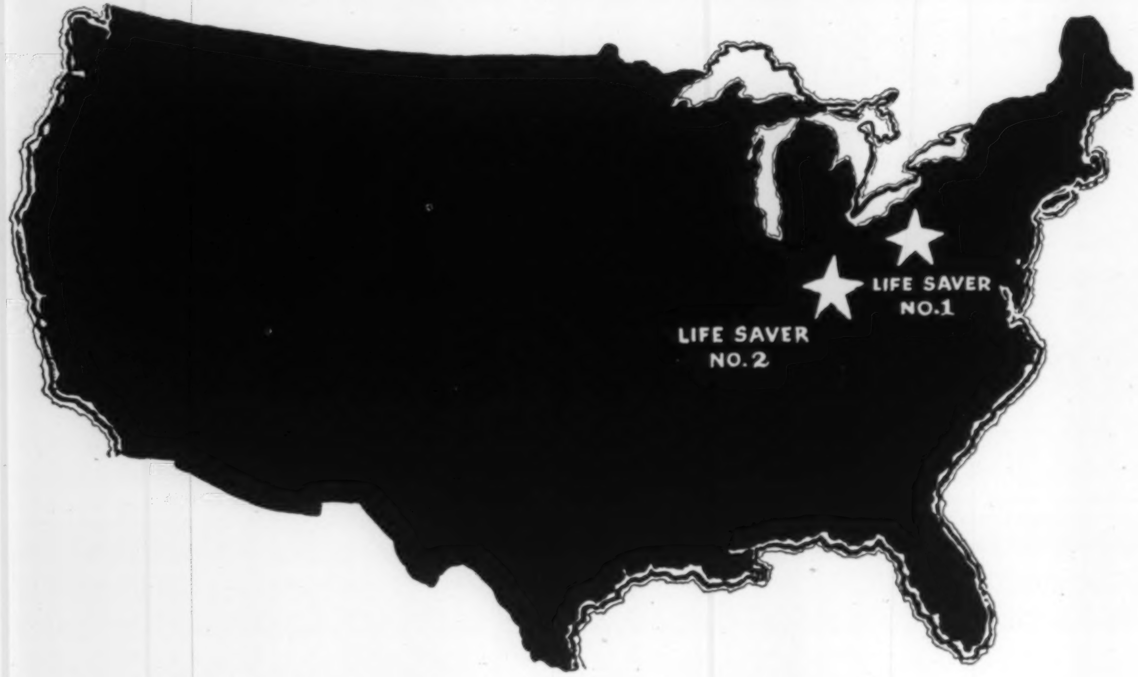
s?

Every Sunday night, a little before seven, a small group of people meets for dinner in Columbia's dining room. Each week it is a different group, men and women from all walks of life, brought together at the dinner table by Lyman Bryson, chairman of Columbia's Adult Education Board. Each week a subject of particular moment is introduced, and conversation, stimulated by good food and pleasant surroundings, flows smoothly across the board.

No microphones are in evidence. Hidden under flowers, they are suddenly and silently cut in as the discussion gathers momentum. No person in the room knows just when the voices go on the air. Nor does he care. He's much too interested in what is being said and what he wants to say.

For a half hour, spontaneously expressed opinions and beliefs—and sometimes heated arguments—are broadcast from coast to coast. Unrehearsed and informal, they reveal a cross section of American ideas, the ideas of groups of different occupations, different party affiliations, different economic levels. And Columbia, while having no editorial interest in the opinions expressed, is pleased to present them to the American radio audience as an immediate reflection of American thinking and American feeling.

The Columbia Broadcasting System



Only 2 people could save his life!

WSM FOUND ONE IN FIFTEEN MINUTES!

● On Monday night, November 7th, at 10:15 P.M. Jack Harris stepped to the WSM microphone for his regular broadcast of "The World In Review."* One of his I.N.S. items had to do with a little boy who had contracted tularemia, the dreaded "rabbit fever" that is often fatal. It explained the treatment of the disease required the blood of a previous victim who had recovered, and there were only two such cases known to health officers in the United States, and that while it was known one person lived in Pittsburgh and one in Cincinnati their names or addresses were not known.

As quickly as a long distance call could be completed a man's voice told the WSM operator that he had been listening to WSM in Pittsburgh . . . and that he was the man referred to! He then asked how to proceed to get in touch with the victim's doctor.

This incident shows, in a dramatic way, what we at WSM have known for years . . . that the *regular* listening audience of WSM, extends far beyond the usual primary area which serves as a basis for our rates. The more than *800,000* letters we receive each year, from residents *in all 48 states,* show that today's radio listener will tune in a distant, superpower station, *that gives him what he wants.*

**A unique fifteen minute News feature, Monday thru Fridays, which evaluates and presents, from out of the mass of the World's News, those events and incidents which are of lasting significance or unusual interest to all of America. This WSM feature, with its large and far-flung audience, is now open for sponsorship.*

THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY INCORPORATED SHIELDS YOU

[illegible] Castle of the South

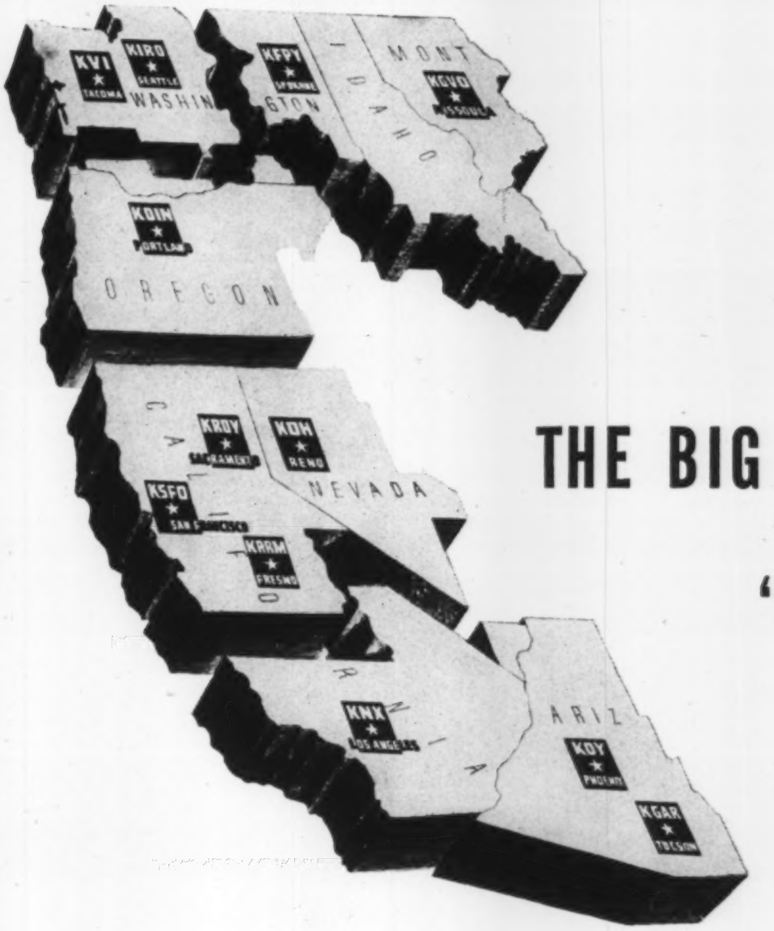
WSM

NASHVILLE, TENNESSEE

CLEAR CHANNEL
50,000 WATTS
N B C

National Representatives: Edward Petry & Co.

The Faith of Our Audience Comes First


KVI
TACOMA
KIRO
SEATTLE
WASHINGTON
KFPY
SPOKANE
MONT
IDAHO
KGVO
MISSOULA
KOIN
PORTLAND
OREGON
KROY
SACRAMENTO
KOH
RENO
NEVADA
KSFO
SAN FRANCISCO
KARM
FRESNO
CALIFORNIA
KNX
LOS ANGELES
ARIZ
KOY
PHOENIX
KGAR
TUCSON

HOW CBS SERVES THE BIG 5 PACIFIC COAST "BUSINESS STATES"

WHAT IS A "BUSINESS STATE"...and what is its significance in terms of *Columbia* coverage? ℂ As defined by leading drug and grocery distributors, a "Business State" is a *wholesale* trading area surrounding a major distributing center. It is the territory in which you must advertise if you hope to send people into the stores stocked by your wholesalers.

PACIFIC COAST network advertising offers the most *economical* method of paralleling wholesalers' efforts. You not only tell your sales story to the thickly settled metropolitan areas but you can also support your *rural* distribution as well. At no extra cost!

The Columbia Pacific Network makes this *completely* possible in all five of the Coast's "Business States". Notice how the important CBS stations are located: CBS in *every* important Metropolitan Center of the Pacific Coast (Los Angeles, San Francisco, Portland, Seattle, Tacoma and Spokane)—plus CBS stations in *every* important sub-distributing center located *beyond* the Intense Daytime Primary Coverage Area of the major stations. That insures even penetration of your program throughout the entire area served by your distributors.

MERGE YOUR COAST DOLLARS FOR MORE POWER!

Next time you advertise on the Pacific Coast, lump your several appropriations into ONE budget. See how easy it is to procure the extra prestige of a Hollywood-produced, pretested Columbia Pacific Network show. CBS is now broadcasting on the Coast the biggest and best array of programs in its history—good company for *your* program—large audiences of *your* customers.

COLUMBIA *Pacific* NETWORK

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM

Owned and operated by COLUMBIA BROADCASTING SYSTEM. Represented by RADIO SALES:
New York, Chicago, Detroit, Milwaukee, Charlotte, N.C., Los Angeles, San Francisco

CASTING
The Shadow of FU MANCHU
ACROSS THE NATION

"THE HOTTEST PROGRAM IN RADIO"

UNPRECEDENTED . . . was the daring to test a program before the most critical audience in radio—over two hundred executives of the leading agencies, networks and stations listened spellbound to the opening chapters of this new program!

SPONTANEOUS . . . and overwhelming was the applause that followed the presentation of the program at the Waldorf-Astoria last Wednesday!

UNANIMOUS . . . . is the acclaim of the industry!

Read What the Trade Press Had to Say:

"Packed with thrills and suspense . . . hailed as top-notch by the gathering." — *Radio Daily.*

"After hearing first episodes, FU MANCHU should have as great a success over the air as he had in print."—*Broadcasting.*

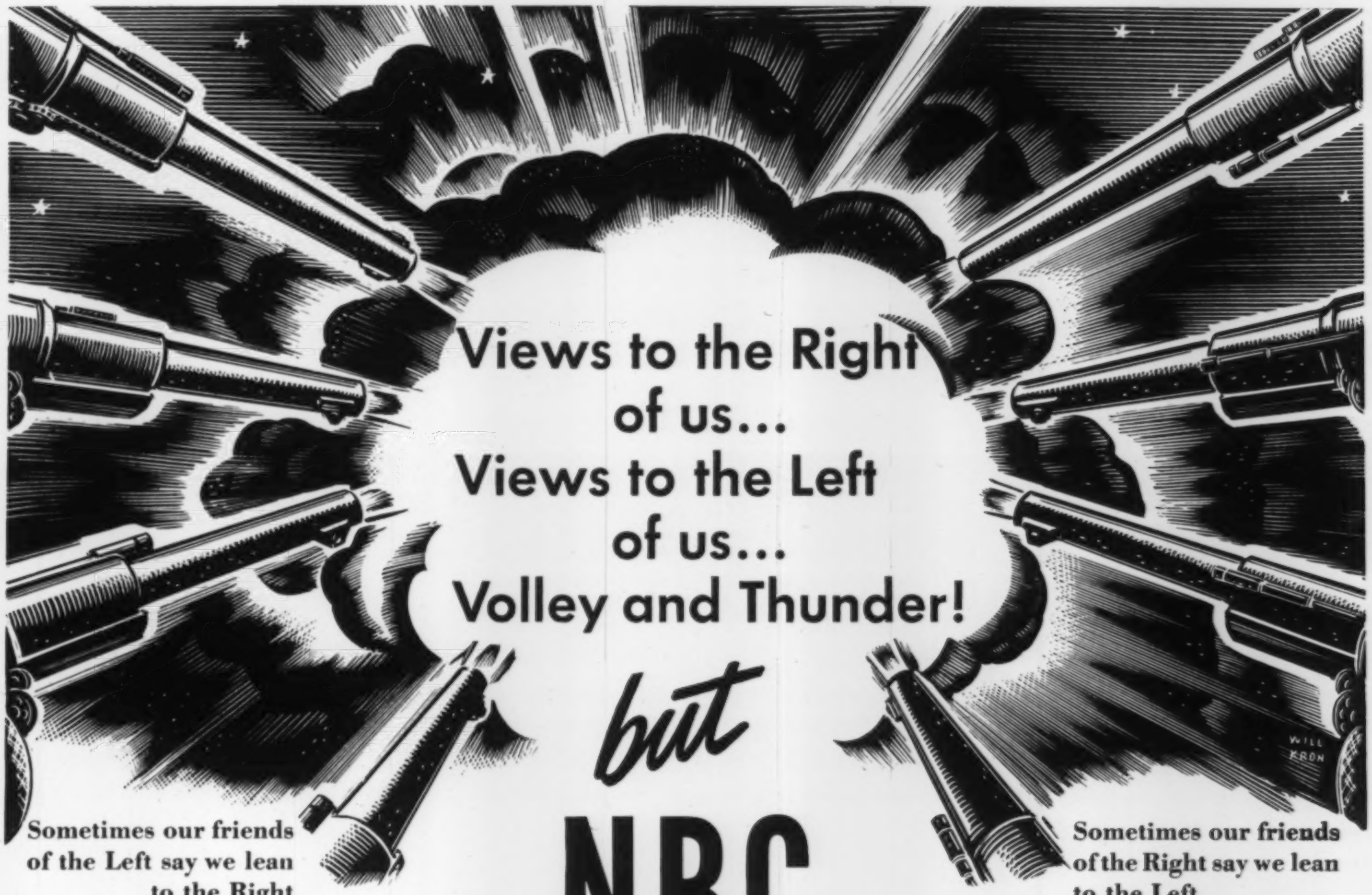
"Very interesting. Great commercial possibilities." — *Bill-Board*

PHONE — WIRE — WRITE

RADIO ATTRACTIONS, INC.

R. K. O. BUILDING **RADIO CITY** **NEW YORK**

Telephone - Circle 7-4483



Sometimes our friends of the Left say we lean to the Right

Sometimes our friends of the Right say we lean to the Left

but NBC Remains Impartial

WHEN it comes to politics, NBC lets others express the opinions. Because, NBC is and always has been absolutely impartial. We feel it is our obligation to provide through radio an instrument of free speech... to give both sides on public questions an equal opportunity to express their views. In so doing, we help create an informed electorate which can effectively express its opinions at the proper times in the truest American tradition. On broadcasts pertaining to political matters, NBC adds no editorial comment of its own... for NBC has no political opinion as an organization and has never expressed one.

**NATIONAL
BROADCASTING
COMPANY**

The World's Greatest Broadcasting System
**A SERVICE OF THE RADIO
CORPORATION OF AMERICA**

"It takes *manpower*, boys!"

Every few months, sick or well, the radio advertising industry finds itself being offered some new Snake Oil for Every Ill, and the guarantee is right there on the label. But looking back over our own history, and that of radio in general, we constantly realize anew the fundamental principle that lasting success is *always* a matter of *good men* and *hard work*.

Hence Free & Peters offers you no Snake Oil. Instead we offer you the eager cooperation of fourteen *good men*—fourteen *workers* who are equipped to help you. Their radio and advertising experience totals 165 cumulative years. Thirteen are college men. All average over ten years with outstanding firms in the agency, publication and newspaper fields — average more than three years with our own successful organization itself . . . .

This is *manpower* that any agency or advertiser would be glad to have in its organization—that you *do* have when you let us work with you.

Exclusive Representatives:

WGR-WKBW	Buffalo
WCKY	Cincinnati
WHK-WCLE	Cleveland
WHKC	Columbus
WOC	Davenport
WHO	Des Moines
WDAY	Fargo
WOWO-WGL	Ft. Wayne
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
WMBD	Peoria
WFIL	Philadelphia
KSD	St. Louis
WFBL	Syracuse
WKBN	Youngstown

Southeast

WCSC	Charleston
WIS	Columbia
WPTF	Raleigh
WDBJ	Roanoke

Southwest

KTAT	Ft. Worth
KTUL	Tulsa

Pacific Coast

KOIN-KALE	Portland
KSFO	San Francisco
KVI	Seattle-Tacoma

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO
180 N. Michigan
Franklin 6373

NEW YORK
247 Park Ave.
Plaza 5-4131

DETROIT
New Center Bldg.
Trinity 2-8444

SAN FRANCISCO
One Eleven Sutter
Sutter 4353

LOS ANGELES
C. of C. Bldg.
Richmond 6184

ATLANTA
Bona Allen Bldg.
Jackson 1678

BROADCASTING
and
Broadcast Advertising

Vol. 15. No. 12 WASHINGTON, D. C., DECEMBER 15, 1938 $3.00 A YEAR—15c A COPY

San Francisco Gets NAB Session in July

By SOL TAISHOFF

Industry Launches Drive to Raise Program Standards; Disc Library to Brinckerhoff, Pays $25,000 Cash

SELECTING San Francisco for the 1939 broadcasters' convention, with the exact dates in July and the hotel headquarters to be designated later, the NAB board of directors, meeting in Washington Dec. 12-13, set in motion machinery by which it hopes to avert regulatory or legislative interference with industry operations through self-imposed standards of programming.

Adopting a recommendation made by a special committee on program standards, the board authorized President Neville Miller to appoint a committee which will immediately explore the entire subject with final action to be taken by the membership itself at the San Francisco convention. A number of intermediate steps, designed to tide over any emergency which might develop, also were taken into account and the membership will be apprised in advance of the proposed new self-regulatory methods by the committee.

Disc Library Sold

During its extraordinary session, with 16 of its 23 members present, the NAB board also took the following action:

1. Authorized approval, by a split vote, of the offer of E. C. Brinckerhoff & Co., New York, to take over the NAB public domain transcription library with a $25,000 cash payment and a provision for reimbursement of the some $58,000 invested by the NAB in its Bureau of Copyrights, contingent upon additional sales of the transcription service to stations. It accepted the Brinckerhoff proposal over the competitive proposal of Langlois & Wentworth, tax-free transcription organization, which had made no cash guarantee.

2. Authorized appropriation by the NAB of not less than $5,000 or more than $7,500 for continued operation of the Joint Committee on Radio Research during 1939, with the understanding that the networks would also contribute to the aggregate fund of $20,000 needed for the work.

3. Authorized appropriation of $2,500, equal to the amount appropriated by the Radio Manufacturers Association, for preliminary work on the joint NAB-RMA all-radio promotional campaign [see page 24].

4. Adopted a resolution resolving that stations should not carry advertising of "distilled spirits commonly called hard liquor."

5. Adopted the report of the Committee on Associate Membership under which a scale of dues is set up for engineers, lawyers, station representatives, advertising agencies, transcription companies and other groups who will have non-voting privileges as associates.

Most of the two-day session was given over to discussion of the immediate problem of self-regulation and program standards, with the transcription situation running a close second. Current issues, like the Father Coughlin affair, and related controversial program matters, were discussed pro and con.

Data on Program Standards

It was agreed that the Committee on Program Standards should collect all available data dealing with the subject with the thought of broadening the base of the NAB Code of Ethics which was adopted in 1935. Moreover, as part of the operation, the NAB itself will undertake to advise member stations wherever possible on specific accounts and advertising continuities. Particular emphasis was placed upon the desire for flexibility in whatever is done because of the swift pace of radio and the frequent changes in programming tempo.

The whole self-regulation program standards project was revitalized in November by David Sarnoff, RCA president, who made the suggestion in opening the network inquiry before the FCC as an NBC witness. His suggestion promptly was picked up by President Miller.

Selection of San Francisco came as something of a surprise, though it was voted unanimously. A commitment that the convention be held in the West Coast City during the 1939 Golden Gate Exposition had been made several years ago by the board. Ralph R. Brun-

(*Continued on Page 72*)

Canada Brightens Treaty Prospects

Approves Havana Pact; New Overtures to Mexico Urged

BRIGHTER prospects for the North American Regional Broadcasting Agreement (Havana Treaty), entailing reallocation of the continental broadcast band, are seen with the receipt of official word that the Canadian Government had ratified the treaty Nov. 29. The United States and Cuba already have approved the important broadcasting document and it remains only for Mexico to signify its intentions of ratifying to bind the agreement.

While the Mexican Senate in secret session in October refused to ratify the agreement [BROADCASTING, Nov. 15], it nevertheless has not given any official reasons for so doing and the action generally is believed to have been a preliminary one. The terms of the treaty itself specify that it shall become effective one year after three of the four nations parties to it actually ratify. The fourth, Mexico, simply has to signify its intention of doing so.

The FCC was advised informally that the Canadian Government had ratified the pact Nov. 29. Under Canadian procedure, affirmative action is not necessary but the Ministry of Foreign Affairs and the Prime Minister, after consultation, can give approval. This was finally accomplished Nov. 29.

Temporary Steps Proposed

Meanwhile, it is understood, new overtures are being made to Mexico with a view toward clearing up any misunderstanding which might have caused the failure of the Mexican Senate to approve the pact. While formal information was lacking, it is understood a collateral agreement, affecting use of the so-called clear channels, is being considered as a temporary expedient. Presumably this would not affect terms of the treaty governing allocations among the four North American nations but would simply complete one phase of the Havana discussions on which some misunderstanding might have developed and which in turn might have caused the Mexican Senate to withhold its approval.

Should there be an amicable adjustment, the Mexican Government simply would have to advise Canada, Cuba and the United States that it proposes to ratify the treaty and it would become effective one year from that date under its own terms.

The FCC then would be in a position to follow through on the sweeping reallocation plans embraced in the agreement. Proposed new rules and regulations governing broadcasting, which encompass the reallocation, were the subject of hearings before the FCC Superpower Committee last June and a preliminary report is now being drafted. The report probably will not be ready prior to the first of the year and then will be only a recommendation to the Commission itself.

The unofficial advices from Mexico Oct. 26 were that the Senate approved three treaties agreed to at the Havana Conference in December, 1937, but declined to ratify the broadcast agreement on the ground that it "imposed limitations upon Mexico without affording any benefit in return."

When this word was received the matter was referred to the FCC by the State Department, it was learned, which in turn designated Commissioner T. A. M. Craven, who headed the American delegation to the Havana Conference, and Judge E. O. Sykes as a committee to investigate. No other formal advices have been received from Mexico, as far as can be determined. This committee in turn conferred with the Commission after which it is believed the State Department

(*Continued on Page 72*)

Two More Locals, Power Rises Given

NEW daytime locals in Emporia, Kan., and Rock Hill, S. C., have been authorized by the FCC in grants that bring the total number of construction permits issued for new stations thus far this year to 51.

In Emporia the Emporia Broadcasting Co. Inc., a group of 16 local residents, was authorized to erect KTSW with 100 watts daytime on 1370 kc. Heading the company is Dr. C. S. Trimble, physician, with 20% of the stock. Dr. D. P. Trimble holds 10%, and K. W. Trimble, who will be manager, holds 10%. No other stockholder owns more than 10%.

The new station in Rock Hill, to be known as WRKL, will operate with 100 watts daytime on 1500 kc. Its licensee will be P. W. Spencer, local banker.

KATE, Albert Lea, Minn., operating daytime only with 250 watts on 1420 kc., was granted full time with 100 watts night and 250 day. WDZ, Tuscola, Ill., was authorized to boost its power from 250 to 1,000 watts for its continued daytime operation on 1020 kc.

In other decisions, the Commission denied the applications of Sam Klaver and Nathan Belzer for a new 100-watt full-time outlet on 1500 kc. in Omaha; Roberts-McNab Co. for a new 100-250 watt outlet on 1310 kc. in Livingston, Mont.; KGDM, Stockton, Cal., now operating with 1,000 watts daytime only on 1100 kc., for a shift to 1150 kc. with 5,000 watts limited time; Florida West Coast Broadcasting Co., operating WFLA, Tampa, for 250 watts daytime on 1300 kc.; Pawtucket Broadcasting Co., Pawtucket, R. I., for a new 1,000-watt outlet on 1390 kc.

Organizing Transcribers

WITH organization of the two plants, recognition as sole bargaining agent for employes of Allied Phonograph & Record Manufacturing Co., and American Record Corp., of California, both in Hollywood, has been asked by Verne R. Kennedy, district representative of Los Angeles Local 1421, United Electrical, Radio & Machine Workers, CIO affiliate. Former firm employs 20 men on its production force. The latter has 35 men. Hollywood plant of RCA is being organized and Kennedy stated that with inclusion of that firm, the industry in Southern California would be 100% organized. Louis Goldberg, general manager of Allied, was in Chicago on company business during the organization.

LeRoy Mark

LE ROY MARK, 61, owner of WOL, Washington, and a pioneer broadcaster, died at his home in Washington, Dec. 13, of heart disease, following a protracted illness. He is survived by his widow and two sons and two daughters.

Mars Candy Placing

MARS Inc., Chicago (candy bars) plans to start *Doctor I-Q*, half-hour twice weekly program, on a number of stations. Time has been cleared on KDKA and WJZ. Agency is Grant Adv. Inc., Chicago.

Richfield Plans Spots

RICHFIELD OIL Corp., New York, is planning a campaign of one-minute transcribed announcements which include a crime puzzle contest, based on photos secured from Richfield distributors, to start early in January on a list of about 25 stations in the East. Announcements will be heard five nights weekly. Sherman K. Ellis, New York, handles the account.

Sale of Recording Firm To CBS About Complete

ALTHOUGH CBS declines to comment on the situation beyond its stock statement that matter is in negotiation, it is reliably reported that the purchase of American Record Co. by the network is assured and will be announced as soon as the necessary legal work on the papers has been completed. Ownership of the record company will give CBS an outlet for its artists in the phonograph field under the Columbia label.

Adding veracity to the story that the sale was practically consummated was a recent CBS press release which announced that the Columbia Broadcasting Symphony under the direction of Howard Barlow, would make its first appearance on phonograph discs in a January Columbia album of *Through the Looking Glass*, a suite composed by Deems Taylor, CBS musical consultant.

Calavo Series on 26

CALAVO GROWERS of California, Los Angeles (avocados), after a postponement of several weeks, on Nov. 28 started its seasonal campaign using participation in domestic science programs on 26 stations nationally. An average of from 20 to 30 participations will be used on each station over a period of 13 weeks. Agency is Lord & Thomas, Los Angeles.

San Francisco Chronicle

"My kids stay home since I had the radio installed."

Larus Spots on 7

LARUS & BROS., Richmond, on Dec. 1 started a 13-week spot campaign for Domino cigarettes and Edgeworth tobacco on the following eastern stations: WCSH WTAG WSPR WJSV WPTF WBT and WBAL. Cecil, Warwick & Legler, New York, is the agency in charge.

Aurora Supplements

AURORA LABORATORIES, Chicago (proprietary) on Jan. 1 starts 2 15-minute daytime programs a week on 10 Mutual stations to supplement its present spot campaign on 35 stations.

GOTHAM FUR EXCHANGE, New York, on Jan. 1 will start a local test campaign of 120 spot announcements weekly on six New York stations. Rosette Adv. Corp., New York, handles the account.

Jello, RCA and Wrigley Net Hookups Are Largest, Program Survey Reveals

MORE stations currently broadcast the *Jello Program*, featuring Jack Benny, than any other commercial network program, according to network records. Second most widely broadcast sponsored series is RCA's *Magic Key*, and third is the *Laugh Liner* for Wrigley's gum.

It is interesting to note that the three leading programs as far as number of outlets is concerned are broadcast on three networks: Benny on NBC-Red; RCA on NBC-Blue, and Wrigley on CBS. Another interesting angle is that all three programs are broadcast on Sunday.

Other Big Hookups

Next in order come *Good News of 1939, Bing Crosby, Hit Parade, Chase & Sanborn Hour* (starring Charlie McCarthy), *Eddie Cantor, Paul Whiteman* and *Burns & Allen*. The first ten programs in number of stations, then, include five on CBS, four on NBC-Red and one on NBC-Blue.

Programs listed as having the most outlets are also those programs ranking highest in most popularity polls, another obvious relationship, but one that is seldom mentioned by the conductors of those polls.

Station totals in the following list include stations used in rebroadcasts of programs and Canadian stations, which are also shown separately in parenthesis.

Network programs with more than 50 outlets include:

General Foods Corp., Jack Benny, NBC-Red (22 CBC), 118 stations.
Radio Corp. of America, Magic Key of RCA, NBC-Blue, 117 stations.
Wm. Wrigley Jr. Co., Laugh Liner, CBS, 102 stations.
General Foods Corp., Good News of 1939, NBC-Red (21 CBC), 99 stations.
Kraft-Phenix Cheese Corp., Bing Crosby, NBC-Red (26 CBC), 95 stations.
American Tobacco Co., Hit Parade, CBS, 92 stations.
Standard Brands, Chase & Sanborn Hour, NBC-Red (24 CBC), 90 stations.
R. J. Reynolds Tobacco Co., Eddie Cantor, CBS, 89 stations.
Liggett & Myers Tobacco Co., Paul Whiteman, CBS, 89 stations.
Liggett & Myers Tobacco Co., Burns & Allen, CBS, 89 stations.
American Tobacco Co., Kay Kyser, NBC-Red, 88 stations.
Texas Co., Star Theatre, CBS, 88 stations.
R. J. Reynolds Tobacco Co., Benny Goodman, CBS, 87 stations.
Standard Brands, One Man's Family, NBC-Red (27 CBC), 87 stations.
Lever Bros. Co., Big Town, CBS (26 CBC), 85 stations.
Lever Bros. Co., Al Jolson, CBS (26 CBC), 85 stations.
Campbell Soup Co., Campbell Playhouse, CBS (26 CBC), 84 stations.
Lever Bros. Co., Lux Radio Theatre, CBS (26 CBC), 83 stations.
General Foods Corp., Al Pearce, NBC-Red, 80 stations.
Firestone Tire & Rubber Co., Voice of Firestone, NBC-Red, 79 stations.
Chrysler Corp., Major Bowes, CBS, 78 stations.
General Foods Corp., Kate Smith Hour, CBS, 76 stations.
Carnation Co., Contented Hour, NBC-Red (15 CBC), 76 stations.
Ford Motor Co., Sunday Evening Hour, CBS, 75 stations.
P. Lorillard Co., Robert Benchley, CBS, 75 stations.
Procter & Gamble Co., Mary Marlin, NBC-Red and Blue, 75 stations.
Gospel Broadcasting Assn., Old Fashioned Revival, MBS, 74 stations.
General Foods Corp., Joe E. Brown, CBS, 72 stations.
International Silver Co., Silver Theatre, CBS, 72 stations.
Jergens-Woodbury Sales Corp., Hollywood Playhouse, NBC-Blue, 71 stations.
Jergens-Woodbury Sales Corp., Walter Winchell, NBC-Blue, 71 stations.
S. C. Johnson & Son, Fibber McGee, NBC-Red, 71 stations.
Miles Laboratories, National Barn Dance, NBC-Blue, 67 stations.
Procter & Gamble Co., Vic and Sade, NBC-Red and Blue, 67 stations.
Sherwin - Williams Co., Metropolitan Opera Auditions, NBC-Blue, 67 stations.
Brown & Williamson Tobacco Co., Avalon Time, NBC-Red, 66 stations.
Lutheran Laymen's League, Lutheran Hour, MBS, 64 stations.
Procter & Gamble Co., Pepper Young's Family, NBC-Red and Blue, 63 stations.
Lever Bros. Co., Big Sister, CBS, 63 stations.
General Foods Corp., Joe Penner, CBS, 63 stations.
Procter & Gamble Co., Oxydol's Own Ma Perkins, NBC-Red, 62 stations.
Gulf Oil Corp., Passing Parade, C3S, 60 stations.
Philip Morris & Co., Johnny Presents, NBC-Red, 60 stations.
Lydia Pinkham Medicine Co., Voice of Experience, MBS, 59 stations.
Grove Laboratories, Fred Waring, NBC-Red, 59 stations.
Pet Milk Sales Corp., Mary Lee Taylor, CBS, 59 stations.
General Electric Co., Hour of Charm, NBC-Red, 58 stations.
Procter & Gamble Co., Guiding Light, NBC-Red, 58 stations.
Quaker Oats Co., Quaker Party, NBC-Red, 58 stations.
Colgate-Palmolive-Peet Co., Ask-It Basket, CBS, 58 stations.
Adam Hat Stores, Boxing Bouts, NBC-Blue, 57 stations.
Bayer Co., American Album of Familiar Music, NBC-Red, 57 stations.
Vick Chemical Co., Seth Parker, NBC-Red, 56 stations.
Ironized Yeast Co., Good Will Hour, MBS, 56 stations.
E. I. duPont de Nemours & Co., Cavalcade of America, CBS, 56 stations.
General Foods Corp., We, the People, CBS, 56 stations.
Chesebrough Mfg. Co., Dr. Christian, CBS, 56 stations.
Brown & Williamson Tobacco Co., Tommy Dorsey, NBC-Red, 55 stations.
Pepsodent Co., Bob Hope, NBC-Red, 55 stations.
Canada Dry Ginger Ale, Information Please, NBC-Blue, 54 stations.
Philip Morris & Co., Johnny Presents, CBS, 54 stations.
Lever Bros. Co., Aunt Jennie's Real Life Stories, CBS, 54 stations.
American Tobacco Co., Sophie Tucker, CBS, 54 stations.
American Cigarette & Cigar Co., Pall Mall Program, NBC-Red, 53 stations.
Pet Milk Sales Corp., Saturday Night Serenade, CBS, 53 stations.
F. W. Fitch Co., Fitch Bandwagon, NBC-Red, 53 stations.
American Tobacco Co., Ben Bernie, CBS, 52 stations.
Colgate - Palmolive - Peet Co., Myrt & Marge, CBS, 52 stations.
Colgate - Palmolive - Peet Co., Hilltop House, CBS, 51 stations.
Campana Corp., First Nighter, CBS, 51 stations.
Bristol-Myers Corp., Fred Allen, NBC-Red, 51 stations.
Lambert Parmacal Co., Grand Central Station, CBS, 50 stations.

Hearings Are Concluded On Bulova's Application For Purchase of WPG

RALPH WALKER, FCC attorney, has under advisement the application of Arde Bulova, prominent New York watch manufacturer and station owner, for purchase of WPG, Atlantic City, and its consolidation with WOV and WBIL, New York, into a single fulltime high-power station, following hearings which ran from Nov. 23 to Dec. 8.

The project represents an aggregate investment of nearly $1,000,000. Mr. Bulova and his associates appeared before Mr. Walker, presiding officer, to urge FCC approval of the applications of his company, Greater New York Broadcasting Corp., to buy WPG from the city of Atlantic City for $275,000. WOV and WBIL, both of which Mr. Bulova owns, would be thrown into the combination, enabling the new station to operate on the 1100 kc. channel with 5,000 watts fulltime, or higher. WOV now operates on 1130 kc. but to make way for the fulltime operation in New York, that assignment would be relinquished. WPG and WBIL now occupy 1100 kc. on a time-sharing basis.

What was expected to develop into a highspot of the hearing fizzled Dec. 8. James P. Kiernan, former commercial manager of WLWL, which later became WBIL, had subpoenaed Edward Klauber, executive vice-president of CBS, and Harry C. Butcher, CBS Washington vice-president, in connection with the transaction. Edward Gallagher, counsel for Missionary Society of St. Paul the Apostle, former owner of WLWL, which was sold to Mr. Bulova for $300,000, explained when the hearing was convened Dec. 8 that his client had decided not to call the CBS executives, despite the subpoenas. He said his clients were in receipt of a letter written by counsel for Mr. Bulova regarding the Society's appearance at the hearing, and that since his clients desired to protect their "proprietary interest" in the matter they did not wish to call the witnesses at that time.

Stauffer Joins Lyons

DONALD STAUFFER, who resigned from Young & Rubicam, New York, effective Jan. 1, will join A. & S. Lyons, production agency, in March after a vacation. With William Stuhler, who also left Young & Rubicam to join Lyons last May, Stauffer will be an associate director. Tom Lewis, radio production manager of Young & Rubicam, Hollywood, on Jan. 1 takes the same position in the New York office of the agency. J. R. Stauffer, brother of Donald, has been named as successor to Tom Harrington, resigned, as manager of the Hollywood office of Young & Rubicam, having managed talent in the Hollywood office for the past few years [see earlier story on page 52].

Whiz Candy May Extend

PAUL F. BEICH Co., Bloomington, Ill. (Whiz candy bar) on Jan. 17 starts a twice-weekly quarter-hour program titled *After School* on WBBM, Chicago. The series may be extended to other cities. N. W. Ayer, Chicago, is agency.

Blue Not For Sale

DENYING that the Blue network is for sale, Lenox R. Lohr, president of NBC told BROADCASTING that "No one has come to us with an offer for the Blue network and if anyone did the answer would be no." Recurrent rumor that a sale was in the offing arose this time from an item printed in Danton Walker's "Broadway" column in the *New York Daily News* for Nov. 30, which read: "A well-known Wall Street brokerage firm is putting $60,000,000 into a new radio network which is out to compete with CBS and NBC, and already has started hiring a technical staff." When no evidence that any offers had been made to individual stations could be found the gossipers immediately concluded that this mysterious Wall Street group was going to buy the Blue.

New Station Reps

ADVENT of Tenney-Woodward & Co., newspaper representatives, into the field of radio representation was disclosed Dec. 12 with an announcement by Benedict Gimbel Jr., president of WIP, Philadelphia, that his station had appointed the firm to represent it. Henry A. Molley has been designated as radio man in the firm's New York office, 110 E. 42nd St. Simultaneously, it was announced that a new organization called Radio Advertising Corp., with offices in New York, Chicago, Detroit, Los Angeles and San Francisco, will shortly take over representation of the stations of Radio Air Service Corp. (WHK-WCLE, Cleveland; WHKC, Columbus; WKBN, Youngstown).

CONGRESSMAN J. Hardin Peterson, of the Lakeland district of Florida, will speak weekly via transcriptions to his constituents during the next Congress, shipping the discs from Washington to WFLA, Tampa, and WLAK, Lakeland.

Labor Board Combines Actors and Announcers

ALL ACTORS, singers and announcers employed by a radio station, whether staff or free-lance artists, shall be taken together as a single unit for collective bargaining, under a ruling Dec. 13 by the National Labor Relations Board in a St. Louis test case. The action was brought by American Federation of Radio Artists against KMOX, KSD, KWK and WEW.

The ruling certified AFRA as bargaining agent for KMOX talent and ordered elections held at other stations within 30 days. Other St. Louis stations were not included in the case but agreed to abide by the decision. All talent including minors employed at stations for three months prior to June 1 are eligible to vote, with hillbillies being excluded as primarily instrumentalists rather than actors or singers.

AFRA claims the decision upholds its arguments on all points, broadcasters having argued that each class of talent should be considered a separate bargaining unit and that freelance artists should be separated from staff employes.

WTAL Can't Pay ASCAP

A TEMPORARY injunction restraining WTAL, Tallahassee, Fla., from continuing payments to ASCAP for music performing rights, was granted Dec. 10 by Circuit Judge J. B. Johnson of the Circuit Court in Tallahassee on motion of two minority stockholders. The suit was started to prevent WTAL from making further payments to ASCAP on the ground that these payments violated the state anti-monopoly statute. ASCAP is contesting the legality of the state anti-monopoly law in the Supreme Court.

RADIO AND LIBRARY TEAMWORK

Listeners Can Consult Books With Aid of Trained Librarians to Amplify Air Material

HOW listeners can use their public libraries to supplement information heard on the air was described by Jennie M. Flexner, readers' adviser of the New York Public Library, during a recent broadcast of the *University of the Air* series on WEVD, New York. Outlining some of the difficulties in radio education, she said that it is hard to maintain the continuity of a radio course as it depends entirely on the personal willingness of the listener to be at his radio for each broadcast in the face of many temptations and lacking the stimulation of working with teachers and other students in groups.

"Both the listener and the speaker frequently feel that the instruction that comes over the radio is inadequate and should lead further," she continued. "The obvious place to which it should lead is the library with its book collections and its diversified opportunities for service and self-service. The preparation of special reading lists to supplement listeners' interests in the field of education offers the public library an opportunity to serve the community, which it is anxious to pursue.

"The listening audience scattered through a whole city, stimulated by a well thought out lecture, needs the help that the librarian can supply. What can one do to supplement instruction on the current problems so carefully described and discussed over the air? Does the listener realize that in his own neighborhood there are public libraries where not only books are available, which serve to build backgrounds, but magazines carefully indexed by subjects, government publications giving the most recent news of investigations, and pamphlets prepared and circulated before books are available on what is happening in the world today? In controversial matters, material on both sides of every question will enable the reader to reenforce his own opinion or help him to change his mind intelligently."

Miss Flexner went on to describe the preparations the New York Public Library has made to serve those who follow the courses of WEVD's *University of the Air*. Similar service, however, is offered by libraries in all parts of the country to listeners who may be interested in pursuing ideas stimulated by radio.

Committee Plans Program Report

New Procedure Is Proposed to Handle Complaints to FCC

NEW PROCEDURE to govern handling of program complaints by the FCC and end the turmoil growing out of existing methods is proposed in a preliminary report now before the Program Complaint Committee of the FCC.

While no formal announcement has been made, it is understood Commissioner T. A. M. Craven, a member of the Committee, drafted such a proposed report as a basis for discussion by the Committee. The Committee, appointed last March when a general protest was sounded against the hit and miss procedure, comprises in addition to Commissioner Craven, Judge E. O. Sykes and George H. Payne, the latter as chairman.

Hearing Is Likely

Because of the controversial nature of the subject, it is thought the proposed report, after such revision as Committee members may make, should serve as the basis for an informal hearing to which industry groups would be invited. In that manner, industry reaction would be procured before drafting a final report, which, in turn, presumably would be subject to oral argument before promulgation of procedure.

The storm of protest from the industry developed because the Commission, on the basis of complaints of almost any nature, cited stations either by issuance of temporary licenses or by otherwise making known that they were being subjected to scrutiny. In many instances, these tactics have resulted in stigmatizing the stations and in loss of business. In other words, stations were penalized before they were even given a chance to defend themselves and in most instances it has been found that the complaints were of a frivolous nature.

The procedure on program complaints directly ties into the current project of the broadcasting industry, through the NAB, to set up self-imposed program standards through enlargement and tightening up of the industry's Code of Ethics.

Macfadden Serial

MACFADDEN PUBLICATIONS, New York (True Story), on Nov. 21 started *Doc Sellers*, a serial of quarter-hour dramatized stories five times weekly on WAAF, Chicago. The company is also sponsoring a dramatic series of programs *This is My True Story*, Sundays, 2-2:30 p. m. on a list of 40 stations. Kenyon & Eckhardt, New York, handles the account.

WFIL Renames Petry

ROGER W. CLIPP, general manager of WFIL, Philadelphia, on Dec. 13 announced the reappointment of Edward Petry & Co. Inc., as exclusive national sales representative of the station. The Petry company had represented the station from 1935 until last May at which time the agreement was suspended.

LIMA SPOKESMEN COVER MEETING

BOTH NBC and CBS have sent representatives to Lima, Peru, to cover the Pan-American Conference, now in session, and to direct broadcasts from there. Edward Tomlinson, authority on South American affairs, is acting for NBC, broadcasting frequent reports and interviews with leading delegates. Expert for CBS which is also broadcasting regularly from Lima is Samuel Guy Inman, who was advisor to the U. S. delegation to the Buenos Aires conference and who has taught and lectured at numerous universities on both sides of the Rio Grande and written a number of books on Latin America in both English and Spanish.

John F. Royal, NBC vice-president in charge of programs, flew to Lima Dec. 5 as unofficial observer for RCA and NBC. Mr. Royal's last visit to South America, in 1936, has resulted in numerous South American broadcasts heard in this country on NBC, and the current visit is likewise expected to produce further exchange of programs. Following the conference, Mr. Royal will return by way of Guatemala and Mexico City.

Boscul Adds Six

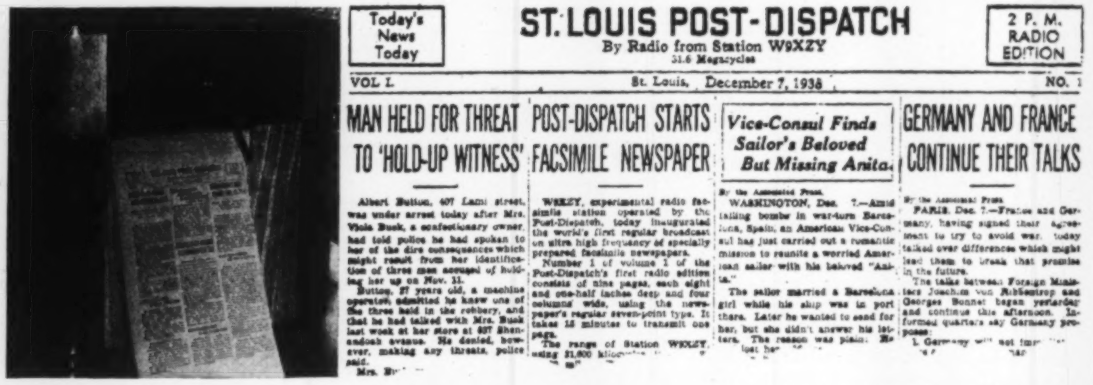
WM. S. SCULL Co., Camden, N. J., which has been sponsoring *Sunday Evening Newspaper of the Air* featuring Peter Grant on WLW, Cincinnati, for the past year, on Nov. 13 enlarged its campaign for Boscul Coffee by adding six stations to the quarter-hour news program. Stations include WHAM, Rochester; WSYR, Syracuse; KYW, Philadelphia; KDKA, Pittsburgh; WBAL, Baltimore; WDEL, Wilmington; WORK, York, Pa., and WGAL, Lancaster. A series of spot announcements to promote Boscul Coffee are also being used on WFBR, Baltimore; WCAU, Philadelphia; WCAE, Pittsburgh, and WGR, Buffalo. Ward Wheelock Co., Philadelphia, handles the account.

Grayco Back on Air

MARION R. GRAY Co., Los Angeles (Grayco shirts, End-lock ties) out of radio for approximately three years, on Jan. 2 will start a national campaign using the original *Frank Watanabe & Honorable Archie*, on transcriptions. Thrice-weekly quarter-hour program, featuring Eddie Holden as Watanabe and Reginald Sharland as Archie, is being cut by Recordings Inc., Hollywood. Dealer tie-in will be used with a silk premium offer. Campaign will be concentrated on the west coast for the first several weeks and then expand to other territory, according to Miles Gray, advertising executive of the firm.

Axton-Fisher to Place

AXTON-FISHER TOBACCO Co., Louisville (Twenty Grand cigarettes), is planning a campaign to start about Jan. 15 consisting of three or five quarter-hour news and sport programs weekly on a list of about 15 stations in various industrial areas. McCann-Erickson, New York, is the agency in charge.



Today's News Today

ST. LOUIS POST-DISPATCH

By Radio from Station W9XZY

31.6 Megacycles

2 P. M. RADIO EDITION

VOL I. St. Louis, December 7, 1938 NO. 1

MAN HELD FOR THREAT TO 'HOLD-UP WITNESS'

Albert Button, 407 Lami street, was under arrest today after Mrs. Viola Buck, a confectionary owner, had told police he had spoken to her of the dire consequences which might result from her identification of three men accused of holding her up on Nov. 11.

Button, 27 years old, a machine operator, admitted he knew one of the three held in the robbery, and that he had talked with Mrs. Buck last week at her store at 607 Shenandoah avenue. He denied, however, making any threats, police said.

POST-DISPATCH STARTS FACSIMILE NEWSPAPER

W9XZY, experimental radio facsimile station operated by the Post-Dispatch, today inaugurated the world's first regular broadcast on ultra high frequency of specially prepared facsimile newspapers.

Number 1 of volume 1 of the Post-Dispatch's first radio edition consists of nine pages, each eight and one-half inches deep and four columns wide, using the newspaper's regular seven-point type. It takes 15 minutes to transmit one page.

Vice-Consul Finds Sailor's Beloved But Missing Anita.

By the Associated Press.

WASHINGTON, Dec. 7.—Amid falling bombs in war-torn Barcelona, Spain, an American Vice-Consul has just carried out a romantic mission to reunite a worried American sailor with his beloved "Anita."

The sailor married a Barcelona girl while his ship was in port there. Later he wanted to send for her, but she didn't answer his letters. The reason was plain:

GERMANY AND FRANCE CONTINUE THEIR TALKS

By the Associated Press.

PARIS, Dec. 7.—France and Germany, having signed their agreement to try to avoid war, today talked over differences which might lead them to break that promise in the future.

The talks between Foreign Ministers Joachim von Ribbentrop and Georges Bonnet began yesterday and continue this afternoon. Informed quarters say Germany proposes:

KSD FACSIMILE receiver and front page of *St. Louis Post-Dispatch's* first "radio edition" are portrayed after first test of ultra-shortwave operation which started Dec. 7 and will continue on a daily basis from 2 to 4:15 p. m. At left is an experimental receiver; at right is the first of nine pages comprising the radio edition, reproduced about half size. RCA transmitting apparatus is used, together with 15 RCA receivers placed in homes of the station staff. Similar sets are to be offered for about $260.

KSD Publishing Facsimile Newspaper Every Afternoon Using High Frequency

WITH 15 receivers placed in the homes of members of the station's staff, KSD and the *St. Louis Post-Dispatch* on Dec. 7 began a regular schedule of facsimile broadcasting from 2 to 4:15 p. m. daily, using RCA transmitting and receiving equipment. A 100-watt ultra-high frequency transmitter, authorized to operate under the call letters W9XZY and to use 31600, 35600, 38600 and 41000 kc., is being used rather than the regular KSD frequency of 550 kc. First experiments were on 31600 kc.

Vol. 1 No. 1 of the *Post-Dispatch's* first "radio edition" consisted of nine pages 8½ inches deep and four columns wide, using the newspaper's regular seven-point type. Reproduction was exceptionally clear, particularly of art such as photographs and cartoons, but George M. Burbach, advertising manager of the newspaper and director of KSD, stated that "it is too early to express any opinions or pass judgment on facsimile."

Receivers to Be Offered

"The only way its merits can be proved or disproved," said Mr. Burbach, "is through experiments such as we have just undertaken." Within a month, it was stated, receivers will be supplied to the St. Louis public at about $260 each. The reception range was said to be 20 to 30 miles from the transmitter at the KSD plant. The equipment being used by W9XZY was said to be the first for high-frequency facsimile operation.

On the first page of the "radio edition" were the leading news articles of the day. Then followed sports news, several pages of pictures, Fitzpatrick's editorial cartoon, a summary of radio programs and radio gossip, and a page of financial news and stock market quotations.

The original copy of the facsimile newspaper, on being printed by regular processes, was placed one page at a time on the cylinder of the sending apparatus. As the cylinder revolves at the rate of 75 times a minute, a small beam of light no larger than a pin point and a photo-electric cell commonly known as an "electric eye," moves across the page. The amount of reflected light reaching the "electric eye" varies with the black and white of pages of type and with the depth of shading in the photographs.

These light variations control the amount of electric current flowing through the "electric eye."

The varying electrical current is amplified by the transmitter and the outgoing radio waves change in intensity with the reflected light of the copy in the "electric eye."

The antenna of the receiver set in the home picks up these waves. The receiver, a closed cabinet with no dials to be operated or adjustments to be made by the owner, contains continuously feeding rolls of paper and carbon paper which pass over a revolving metal cylinder from which a small stylus projects.

Scanning Operation

Pressure, varying with the intensity of the radio waves, is exerted on a metal bar, parallel to the axis of the cylinder, beneath which the paper and carbon is fed. Thus the black and white of the original copy scanned by the "electric eye" is duplicated on the paper passing over the cylinder of the receiving set which is synchronized with that of the sending mechanism.

Printed on only one side, the copy may be cut or folded to make pages of the facsimile newspaper. It is unnecessary for the reader to be on hand when a broadcast begins, since a clock, set for the scheduled time, will automatically start the receiving set and stop it at conclusion of broadcasting. It requires 15 minutes to transmit one page.

One of the receivers has been set up in the engineering department at Washington University which is co-operating with station W9XZY in a study of problems incident to actual broadcasting outside a manufacturer's laboratory.

While nine broadcasting stations have thus far been authorized by the FCC to operate on their regular broadcast channels between midnight and 6 a. m. for facsimile, nine others hold ultra-shortwave authorizations. In the latter group, besides the *Post-Dispatch*, are the Yankee Network, Radio Pictures Inc. (John V. L. Hogan), William G. H. Finch, Sparks-Withington Co., WOR, WWJ, WHK and KXOK.

Authorized to use their regular wavelengths are WBEN, WGN, WHK, WLW, WHO, WOR, KFBK, KMJ and WSM.

WLW Is Refused Delay of Hearing

Petition for Postponement Is Denied Approval by FCC

APPARENTLY intent upon rushing action on the application of WLW for renewal of its special experimental authority to use 500 kw., the FCC Dec. 12 denied a petion filed on behalf of the station which, if granted, would have had the effect of postponing oral argument scheduled for Dec. 15. The Commission said the oral argument will take place as scheduled.

The so-called Superpower Committee, composing three members of the Commission, made public its report recommending denial of the renewal to operate with the additional experimental power on Oct. 17. On Nov. 21 WLW asked for oral arguments in a detailed brief stating numerous exceptions. The Commission on Nov. 25 set oral argument for Dec. 15.

WLW asked that it be granted leave to withdraw the request for oral arguments on the exceptions without prejudice to its right to renew the request; that the Commission direct the Superpower Committee to modify and amend its report to include specific and proper findings of fact, under new procedure outlined in the new rules of practice recently approved by the Commission, and that the Commission adopt the report of the Superpower Committee as amended and modified as its "proposed report" in order that WLW might be advised of the position of the Commission as well as of the Committee with respect to the issue.

Observers have commented on the alacrity with which the Commission designated WLW for oral argument following filing of its exceptions to the Superpower Committee's report. In ordinary cases, several months usually elapse after the filing of the Examiner's Report (now eliminated under the new procedure) and before oral arguments are heard.

Coughlin Storm Is Revived As His Talks Draw Replies

Other Clerics Enter Disturbed Radio Picture; NBC Denies Time; Shepard Explains Stand

FATHER Charles E. Coughlin, the Royal Oak, Mich., radio priest, became the center of renewed controversy during the last fortnight because his Sunday afternoon broadcasts over an independent network have been interpreted in some quarters as anti-Semitic in character. He became a headline subject again following the fifth of his 52-week series Dec. 11 when various churchmen and laymen undertook to reply to him, particularly the venerable George Cardinal Mundelein, Archbishop of the Chicago diocese, who had only recently returned from an audience with the Pope in Rome.

In a formal statement over an NBC network, Cardinal Mundelein authorized the Rev. Bernard J. Sheil, Vicar General and Auxiliary Bishop of Chicago, to read a statement which asserted that "as an American citizen, Father Coughlin has the right to express his personal views on current events, but he is not authorized to speak for the Catholic Church, nor does he represent the doctrine or sentiments of the church." Fr. Sheil gave emphasis to this part of Cardinal Mundelein's statement, reading it twice and slowly.

Coughlin Answers Mundelein

Thereupon Fr. Coughlin issued a statement reading: "Father Coughlin is in agreement with the Cardinal when he said that Father Coughlin does not speak for the Catholic Church. No priest speaks for the whole church, and no cardinal speaks for the whole church. Only the Pope speaks for the church."

Meanwhile, the stations carrying the Coughlin talks from 4 to 5 p. m. Sundays found themselves between cross-fires of criticism from those supporting Coughlin and those objecting to his treatment of the Jewish question, although in his Dec. 11 discourse he insisted that his alleged anti-Semitism "in reality is anti-Communism". He has frequently linked Jews with communistic activities in this country and abroad, particularly in Russia, which has been the major source of objection to his talks—objections reflected in threats by some sponsors that they might withdraw from the stations carrying his speeches and by some listeners that they would boycott advertisers on the stations cutting Fr. Coughlin off.

Obviously due to his broadcasts, many other speeches expressing abhorrence of persecutions abroad were booked on networks and stations during the last few weeks. Some significance was seen in the fact that, speaking over NBC-Red Dec. 11 under the auspices of the Federal Council of Churches of Christ in America in observance of Universal Bible Sunday, Chairman Frank R. McNinch of the FCC warned against the "destruction of all religion" if intolerance of the sort now loose in Europe comes to America. Mr. McNinch did not mention Fr. Coughlin nor did he even hint at censorship of his talks. Similar views were expressed the same day in speeches by Secretary of Commerce Roper and Dean Carl W. Ackerman of the Columbia School of Journalism.

Four Quit Hookup

Fr. Coughlin's hookups Dec. 4 and 11 were much the same as before, numbering around 40 stations. As on Nov. 27, however, stations WMCA, New York, WJJD-WIND, Chicago, and WDAS, Philadelphia, refused to carry him although they were under contract with Aircasters Inc., his Detroit agency handling the special hookup on a card rate basis. They all explained that he had again failed to furnish advance copies of his talks in each instance as they had requested, and that they would no longer carry him unless he agrees to do so. In the New York area Fr. Coughlin's outlet was WHBI, a part-time regional in Newark, and in Chicago he was switched over to WHIP, 5,000-watter in Hammond, Ind.

As a result of the character of Fr. Coughlin's speeches, virtually the same independent hookup that regularly carries his talks was engaged for a half-hour at 5 p. m. Dec. 11, immediately following his discourse, for an address in reply by Frank J. Hogan, a noted Catholic layman of Washington and president of the American Bar Association. He did not mention Coughlin by name but refuted arguments that Jews were dominant in Communist activities and generally deplored religious persecutions at home or abroad. He pointed out that persecution of the Jews would

(*Continued on page 65*)

Many Carry Eden Speech

MANY of the important speeches made at the annual convention of the National Association of Manufacturers, Dec. 7-9, at the Waldorf-Astoria Hotel, New York, were broadcast by the major networks. Featured speaker was Anthony Eden, former British Secretary of State for Foreign Affairs, who spoke on *Democracy and the Modern World*. Mr. Eden's address was broadcast on CBS, NBC, MBS, WMCA, New York, and the Intercity network, and was shortwaved all over the world by stations W3XAL, W3XL, and W8XK.

Dies Charge Networks Are Influenced Refuted as Congressman Gets Hookup

CHARGES that Administration pressure had been used to ban Representative Martin Dies from the air were refuted when Mr. Dies was heard in an address over the NBC-Blue network Dec. 13 from 8 to 8:30 p. m. These claims of misuse of the government's control of radio arose following a luncheon of the American Defense Society on Dec. 3 with Mr. Dies as speaker at which it was stated that six of New York's broadcasting stations had rejected requests that the talk be broadcast. On Dec. 8 the Hearst-owned *New York Journal & American* published the full text of Mr. Dies' remarks and an editorial implying that he had been silenced through governmental influence over radio. The same day WINS, New York Hearst station, read a copy of the talk on the air.

Also on Dec. 8 the Committee for the Defense of American Constitutional Rights announced a protest meeting against radio monopoly and censorship, to be held in New York Dec. 15, at which "speakers of national repute will discuss radio censorship as controlled by a small coterie of un-American - minded propagandists who have deprived the Rev. Charles E. Coughlin, Boake Carter and Hon. Martin Dies of the right of free speech."

Turn-Downs Claimed

At Committee headquarters it was stated the speakers would include Mr. Dies; Justice Herbert A. O'Brien of the Domestic Relations Court of New York City; George U. Harvey, borough president of Queens; Dr. Patrick Scanlan, editor of the *Brooklyn Tablet*, Catholic periodical which vigorously denounced the cancellation of Rev. Coughlin's broadcasts by WMCA; and Senator Reed of Missouri.

C. M. Penfield, executive secretary of the American Defense Society, explained to BROADCASTING that on Nov. 11 he had asked WABC, WOR, WEAF and WJZ if they would be interested in broadcasting Mr. Dies' speech at the Dec. 3 luncheon and that they had all turned it down. An associate he said, had approached WMCA and WHN and had likewise been rejected. Both of the latter stations state that no request was presented to them. At CBS it was explained that a talk by Mr. Dies on the same topic had been broadcast Oct. 16 and that the network did not want to repeat it. NBC stated that Mr. Dies has spoken over its networks seven times since April and that since it is continually receiving requests to broadcast similar meetings it is unable to grant all of them. WOR explained that as the talk would be controversial it could not carry it unless a rebuttal was also broadcast immediately following, which could not be arranged for that particular time. WOR had shortly before broadcast a talk by Dr. Dies which was followed by an opposing speaker.

Mr. Penfield made it clear that his organization, which was founded in 1915 with Theodore Roosevelt as its first honorary president "for the defense of the constitution and the American form of government", had made no accusations of censorship against radio and has no part in the protest mass meeting. He said the American Defense Society had not been invited to participate in this meeting and that his first knowledge of it came when he was given a handbill announcement.

McNinch Refutes FCC Bill Rumor

Press Story of Legislative Draft Draws Hot Denial

EMPHATIC denial of reports that legislation is being drafted to abolish the FCC and to substitute for it a three-man agency, was made Dec. 7 by FCC Chairman Frank R. McNinch following publication in the *Washington Post* of a front page story to that end. Mr. McNinch said the article was "utterly without foundation" and that the statement that any such legislation had his approval was likewise untrue.

"To the best of my knowledge," said his statement, "no one is drafting any legislation of any kind affecting the organization or set-up of the Commission. I did not disavow the statements in the article prior to publication because I was not given the opportunity. This misinformation must have come from a source desirous of sabotaging the Commission's work and seeking to discredit the functional reorganization which is bringing about a much more effective administration of the Communications Act."

The effect of Chairman McNinch's statement was to refute widely circulated reports that the Corcoran-Cohen legislative drafting team was engaged in writing a new bill. In Congress, however, reports persisted that thought is being given to the idea of revising the FCC setup. Primarily because broadcasting so far overshadows the communications aspects of its operations. While there is believed to be no crystallization of view, it is pointed out that the President plans to press his Government reorganization plan of last session. That original plan encompassed transfer of the radio regulatory functions to the Department of Commerce but afterward it was made clear by congressional spokesmen that the FCC, along with the ICC and Federal Trade Commission, would probably be retained as independent agencies.

Some letdown in talk about a Congressional investigation at the next session, which convenes Jan. 3, has been detected, but the general attitude is that anything can happen at the next session.

New Horlick Spots

HORLICK MALTED MILK Corp., Racine, Wis., has started a short transcription announcement campaign varying from six to 13 a week on KNX KGO WSB WENR WBZ-A WHAM WTAM KDKA WSM WFAA with live five-minute daily programs on WOR and 15-minute daily live program on WLW. Agency is Roche, Williams & Cunnyngham, Chicago.

Case Has Operation

COMMISSIONER Norman S. Case, of the FCC, underwent a tonsilectomy at the Episcopal Hospital in Washington, Dec. 9 and was released Dec. 11. He plans to return to his office Dec. 19. Infected tonsils had been held responsible by Gov. Case's physicians for illnesses suffered since last summer which centered in his arm and foot.

Whiteman Quits Recording Case; RCA Starts Suit

Two Defendants Default and RCA Prosecution Starts

SUITS of Paul Whiteman against the WBO Broadcasting Corp., owner of WNEW, New York, and Elin Inc., and of RCA Mfg. Co. against both plaintiff and defendants of the first suit, which came to trial Dec. 12 in the U. S. District Court for the Southern District of New York, opened with the withdrawal of the Whiteman action and the default of WNEW and Elin on their defense against RCA Mfg. Co. This company then began the prosecution of its case against Mr. Whiteman and of proving, in inquest, its claims against the station and sponsor.

The original Whiteman suit was filed in his name by the National Assn. of Performing Artists, of which Mr. Whiteman is vice-president, against the station and Elin Inc., Newark (heating, air conditioning, refrigeration), as a test case to establish the rights of an artist in a phonograph record made by him and the violation of those rights when such records are broadcast on the part of both station broadcasting and advertiser sponsoring such broadcasts.

RCA Mfg. Co., as manufacturer of the records in question, asked leave to intervene in the case to demonstrate that the property rights in phonograph records belong not to the artist but to the record manufacturer. Federal Justice John Knox ruled that RCA could not intervene but that it could file separate action against both parties to the existing suit and that both cases could be heard concurrently.

Whiteman's Position

In dropping his case, Mr. Whiteman wrote to Fred Waring, NAPA president, explaining that "my withdrawal of the suit against WBO Broadcasting Co., owner of Station WNEW, was for reasons that had nothing to do with the controversy. I want to assure you of my belief in the purposes for which the Association stands, to wit, the recognition and protection of the artist to his interpretations, and also, to assure you of my cooperation to have these purposes become effective, as my defense of the RCA Victor suit would prove." Judge Vincent L. Leibell dismissed the suit without prejudice.

J. D. Rosenthal, of the firm of Sol A. Rosenblatt, counsel for WNEW and also representing Elin Inc., admitted the charges made by RCA and offered no defense. In proceeding against Whiteman, however, RCA also stated that it would attempt to prove its claims against the corporate defendants. David Mackay, attorney for RCA, explained that while the Whiteman suit against the station and sponsor listed only nine records, RCA's suit uses these as an illustration of the fact that WNEW broadcasts a great many RCA records and RCA

(*Continued on page 68*)

Networks Completing Extensive Plans For Christmas and New Year Programs

EXTENSIVE plans have been made by the major networks for Christmas broadcasts and for programs to celebrate the close of 1938 and to greet the New Year.

MBS has scheduled programs from the Vatican, the White House, Honolulu and London among others from Dec. 15-31, the most outstanding of which are as follows: Complete series of Christmas Carol singing from churches throughout the country; *America Sends Greetings* program featuring Mrs. Franklin D. Roosevelt sending greetings to Americans compelled to spend the holidays outside the United States; carols from King's College Chapel in Cambridge, England; lighting of the National Community Christmas tree by President Roosevelt; musical program from the Vatican with singing by the Sistine Chapel Choir. MBS will welcome the New Year with its annual parade of leading dance bands, and on Jan. 2 the All-Star East-West Charity Football game will be carried exclusively by Mutual from San Francisco.

WOR, Mutual's New York outlet, plans shopping advice programs until Christmas, a party for its staff members, and a broadcast of carols by employees of the New Jersey Bell Telephone Co.

Scrooge, Of Course

CBS also has planned numerous carol singing programs and will present Lionel Barrymore in his fourth annual Christmas portrayal of Scrooge in Dickens' "A Christmas Carol" on the *Campbell Playhouse*, two days before Christmas. A special program pointing out the importance of the Salvation Army at Christmas will be carried by CBS; also the lighting of the National Community Christmas Tree by the President; and the *Church of the Air* international presentation with the Sistine Choir. The day after Christmas the CBS Radio Theatre will present Walt Disney's entire version of *Snow White and the Seven Dwarfs* for the first time on the air.

The fourth annual presentation of *Twelve Crowded Months*, CBS dramatization of the 12 outstanding news stories of 1938 as selected by a nationwide poll of the country's leading newsmen will be broadcast Dec. 31. The network's department of public affairs is conducting the poll and arranging the broadcast which will be directed by William Robson of the CBS production staff, with the aid of Paul White, director of public affairs. Already votes are pointing to the inclusion of the Austrian "anchluss," the Czech crisis, the Hughes and Corrigan flights, the growth of anti-Semitism, and the Republican gains in the recent election.

NBC is planning numerous special Yuletide programs to celebrate Christmas, including messages from King George VI and President Franklin D. Roosevelt; international pickups from Bethlehem, France, England, Italy, Switzerland and other countries; religious services; opera broadcasts; community sings; and other holiday broadcasts. Many of the programs are still in the formative stage, but definitely scheduled is the lighting of the Community Christmas tree in Washington, D. C. on Christmas Eve with President and Mrs. Roosevelt participating and the program *Headlines of 1938* dramatizing the outstanding news stories of the year by AP, at which time the new Associated Press Building in Radio City will be saluted.

MERRY CHRISTMAS!

TELEVISED Christmas Card, said to be the first of its kind, is carrying the season's greetings to the friends of E. P. H. James, advertising and sales promotion manager of NBC. Photo, taken from the screen of an RCA television receiver, shows Mr. James posed with his card before the television camera.

This program is an annual event on NBC, which this year will dramatize the leading national and international events of the last century, such as the founding of the AP, 90 years ago, the assassination of President Lincoln, The World War and others.

Industry Leaders

Business and industrial leaders representing America's nine leading industries will forecast the business outlook for 1939 as it affects each particular industry on a special program on the NBC-Blue network on Dec. 29. The feature will present representatives of banking, railroads, motion pictures, newspapers and manufacturers of food, clothing, drug and pharmaceutical products, automobiles, and iron and steel.

WMCA, New York, has scheduled a dramatized program of Dicken's "Christmas Carol", a Nativity drama, a convention of department store Santa Clauses, and a broadcast of Commissioner Lewis J. Valentine's distribution of toys to underprivileged children at Madison Square Garden. The station will also carry an interfaith pageant celebrating the Jewish Chanukah and the Christian Christmas.

Regionals Reduce Dues

THE executive committee of National Association of Regional Broadcast Stations, meeting in Washington Dec. 12-13, decided for the ensuing year that dues will be half those of last year, or twice the highest quarter-hour rate of members. Dues will be payable in January and July, it was announced by John Shepard 3d, chairman. Attending the meeting in addition to Mr. Shepard were Walter Damm, WTMJ, Milwaukee; Hoyt B. Wooten, WREC, Memphis; Campbell Arnoux, WTAR, Norfolk; Ed Craney, KGIR, Butte; Edgar H. Twamley, WBEN, Buffalo.

Brooklyn Grants Baseball Pickups

New York Area at Last Will Permit Diamond Programs

THE longest holdout in the annals of baseball—the 13-year refusal of the New York Giants and Yankees and the Brooklyn Dodgers to permit microphones to enter their parks—has come to an end. From the minor league meeting in New Orleans, Dodger Manager Larry MacPhail announced that arrangements had been completed for the broadcasting of all the games, both home and away, of his team during the next season.

Whether the other two clubs of the New York metropolitan area will maintain their aloof attitude toward radio or will join the rest of the country's big leaguers in letting the fans at home listen in is a moot question as this is being written. But it is certain that before the meetings of the major leagues in New York's Waldorf-Astoria on Dec. 13-14 and the joint meeting at the Roosevelt, New York, on the 15th, are over an announcement one way or the other will be made, with the odds that the answer will be an acceptance of the radio announcer as a regular member of the lineup.

Station Not Announced

MacPhail's announcement merely stated that "the Brooklyn baseball club will broadcast all games at home and on the road in 1939 and 1940. The facilities and details of this service to the public will be announced later." This statement was not amplified at the Dodger office, except to confirm reports that General Mills would be sponsor, probably in conjunction with Socony-Vacuum Oil Co., who cooperatively broadcast play-by-play descriptions of the national pastime on 26 stations last season. Contract is said to have been placed by Knox-Reeves, Minneapolis, which handles all of the sport broadcasting of General Mills, and to call for a payment to the Dodgers of $1,000 a game. Which station will carry the broadcasts is another point still to be announced.

Sponsoring Basketball

GENERAL FOODS Corp., New York (Post-Toasties), on Dec. 2 started a series of broadcasts of the scores of basketball games throughout the country on WIRE, Indianapolis. The quarter-hour programs, heard Friday nights for 13 weeks, are conducted by Morris Hicks, WIRE announcer. General Foods is also planning play-by-play broadcasts of the final games of the season at Indiana and Butler universities in March, described by Tony Hinkle, coach at Butler University.

PHILIP MORRIS & Co., New York, has changed the dramatic part of its Saturday night *Johnny Presents* broadcasts on CBS from the *Thrill of the Week* to a new series of dramatizations of the world's greatest short stories, adapted for radio by Max Marcin and produced by Jack Johnstone. Russ Morgan's orchestra continues to supply the program's music. Agency is Biow Co., New York.

Dual Red-Blue Operation Gets FCC Eye

By SOL TAISHOFF

Otherwise Network Inquiry Proceedings Are Listless; Possible Dragging Out Until Spring Is Foreseen

DEVOID of the fireworks that had been advertised widely, the FCC's inquiry into network operations and purported monopoly has settled down to a prosaic recital of the intricacies of broadcasting development. And as the inquiry entered its second month, with the first respondent — NBC — still on the stand, it appeared likely that Washington's famed Japanese Cherry Blossoms will be in full spring bloom before the final gavel sounds.

Not knowing what the FCC has in mind, NBC is presenting a most complete case. It is in the nature of a liberal education on broadcasting's development. Despite official proddings that the proceedings be speeded up, NBC's high command apparently feels it cannot afford the risk of anything less than a full disclosure on all of the points raised in the FCC's notice for the proceedings.

NBC to Finish by Holidays

As things stand now, NBC hopes to have its case in chief completed by Dec. 23, when the inquiry will be recessed over the Christmas-New Years holidays until Jan. 4. It will be followed by CBS and then by MBS. Then comes the score of so-called regional networks, to complete the first phase of the inquiry.

It is difficult to estimate time on completion of "Topic One" covering networks, but at best it is not expected to wind up until the end of January. And the networks will come back later in connection with management contracts and leases—an important aspect of both NBC's and CBS' operations, listed as "Topic 3" of the five-phase inquiry. The other phases are transcriptions, last on the list, nature and extent of common ownership of stations which is the fourth topic, and the plaints of persons and organizations outside of broadcasting, like CIO, and the group representing concert artists, which have filed appearances pursuant to the notice of hearing.

Unlike the first two weeks of the hearing, there has been little sharpshooting from the bench during the last fortnight. Vice-Chairman Brown of the Committee has been sitting as acting chairman because of Chairman McNinch's rather frequent absence to handle other duties. Commissioner Sykes has been present at practically all sessions, while Commissioner Walker has been present most of the time.

If any inferences can be drawn from the proceedings at this stage, it is that members of the Committee, and Commission Counsel William J. Dempsey and George B. Porter, are looking somewhat askance upon the dual network operation of the NBC Red and Blue. It appeared to observers that the most penetrating questions were on the operation of these networks as separate entities and as competitors. The weight of the NBC testimony was that the basic Red and Blue are competitive, but that the supplementaries are assignable to either.

Because the Commission and particularly Chairman McNinch has laid so much emphasis upon ferreting out "monopoly" if any exists, the feeling from the start has been that the Blue might be vulnerable. This is so despite the legalistic view that it probably couldn't do anything about it anyway, though, of course, legislative recommendations definitely constitute a main objective of the inquiry.

Compensation to Stations

The NBC rate structure, the manner in which stations are compensated for network commercials and how they defray the costs of sustaining service, were covered by NBC witnesses, chiefly William S. Hedges, vice-president in charge of station relations and traffic. Though the FCC does not have jurisdiction over rates, this data has been produced, evidently with the intent of unfolding the entire story of network development, operation, and relationship with affiliates and with clients.

RUNNING account of the FCC network hearings will be found beginning on page 57.

Philip J. Hennessey Jr., chief counsel for NBC, has carried each of the half-dozen NBC witnesses who thus far have testified through detailed examination. Every phase of operation, every technical term, has been defined for the information of the Committee. Mr. Hennessey is being flanked by A. L. Ashby, vice-president and general counsel of NBC; Henry Ladner, of the NBC legal staff in New York, and John Hurley, his Washington assistant.

Highlights of the last fortnight's testimony included the statement by Mr. Hedges that NBC is approaching saturation in adding stations to its networks. Only where it is economically feasible to add stations and thereby afford more complete coverage will new outlets be signed.

Worthington C. Lent, NBC allocations engineer, spent the better part of a week on the stand in connection with the program duplication phase. His conclusion, after analyzing a ponderous exhibit which represented an outlay of possibly $50,000, was that no excessive duplication exists, generally speaking, and on the contrary, improved secondary coverage is needed in the more remote areas.

One of the significant aspects of network relations with stations, relating to clearance of time, was opened by Judge Sykes with Mr. Hedges on the stand. He inquired about the manner in which network optioned time might be cleared for local programs of importance, and whether the network had the "absolute right" to such time. Mr. Hedges explained that any affiliate can cancel a network commercial if it demonstrated that the local program is more in the public interest, but that in his experience he did not know of a single dispute on it.

The entire rate history of NBC, leading up to the introduction of the existing contract in 1935 in which guaranteed hours are available to NBC, was traced by Mr. Hedges. He advised the Committee that if the old system of no guaranteed time had continued, dire things—even the collapse—of the network method of operation by NBC might have ensued. The advent of exclusive station representation in 1932 and thereafter, and the development of national spot business was an important contributory factor in forcing alteration of network relationship with affiliates, he said.

Exclusive Affiliations

The question of exclusive affiliation contracts was raised by the Commission with Mr. Hedges on the stand. Referring specifically to NBC outlets which also accept MBS programs, Mr. Hedges declared NBC had not approved these exceptions and that it has found it impossible to understand why MBS should pick the NBC affiliate in Philadelphia (WFIL) when another full time station without network affiliation is available "unless it is to attach itself as a parasite to benefit from the prestige which NBC has developed for its affiliate."

Non-exclusive ownership is expected to become an important phase of the inquiry, particularly since a number of MBS outlets are associated with the other major networks.

After Mr. Hedges' outburst on the WFIL affiliation, Commission Counsel Dempsey moved that the remark be stricken as not responsive to his question but Acting Chairman Brown overruled him.

Still scheduled to appear for NBC are A. H. Morton, vice-president in charge of managed, operated and programmed stations; possibly Walter J. Damm, managing director of WTMJ, Milwaukee, on duplication; Frank E. Mason, vice-president, on international broadcasting; Roy C. Witmer, vice-president for sales; Mark Woods, vice-president and treasurer, on finances, and more particularly on what happens to the network advertisers' dollar, and finally President Lenox R. Lohr on policies.

New NBC Rate Card Changes Method Of Identifying Supplementary Groups

IN ITS new rate card, dated Dec. 1, NBC returns to its former custom of identifying certain supplementary groups of stations with Blue and the Red networks, discarding the system of numbered supplementary groups inaugurated last spring. No changes in basic rate structure are shown on the card, No. 25, except the new discounts for advertisers using one or more Blue supplementaries in addition to the basic Blue.

The Northcentral group, composed of WTMJ, Milwaukee, and WIBA, Madison, has been eliminated. WTMJ is listed as a member of the basic Red, and WIBA as a basic supplementary station available with either Red or Blue. WTAR, Norfolk, is likewise listed as a basic supplementary for either network, and KTMS, Santa Barbara, and KFSD, San Diego, are shown as members of the Pacific Blue.

Another change in NBC procedure resulting from the recent establishment of the Blue as a separate network, independent from the Red, is a return to separate listing of monthly billings for the two networks.

The previous system of listing separate Red and Blue gross billings had been dropped at the beginning of 1938. Since then only a combined figure has been released monthly by NBC. The new figures are made up on the basis of station affiliation with the Red and Blue networks, all network revenue received by Red supplementaries being credited to the Red network revenue even if received from advertisers using the basic Blue and revenue on Blue supplementaries, including that from advertisers using the basic Red, credited to the Blue network. Stations available to both networks will credit their revenue to the network of origin.

These new Red and Blue billing figures, which were reported for October and will be for each successive month, are not comparable to the Red and Blue figures reported for similar months last year, as at that time all revenue was classified according to the network originating the program, regardless of affiliation of supplementary stations and groups. Not until October, 1939, will it be possible to compare each network's current revenue with that of the same month of the previous year.

Roberson Elected FCC Bar President

Hennessey and Segal Named To Be Vice-Presidents

FRANK ROBERSON, former assistant general counsel of the FCC and a partner in the law firm of Stephens, Spearman & Roberson, was elected president of the Federal Communications Bar Association Dec. 10. He succeeds Duke M. Patrick, who became a member of the executive Committee.

Philip J. Hennessey Jr., Washington attorney, was elected first vice-president, and Paul M. Segal, a former assistant general counsel of the Federal Radio Commission, was chosen second vice-president. John M. Littlepage becomes secretary and Herbert L. Bingham treasurer for the ensuing year.

Mr. Hennessey

Mr. Segal

Elected to the executive committee, in addition to Mr. Patrick, were Swager Sherley, and Alfred L. Geiger, general attorney for the United States Independent Telephone Assn. Holdover members of the committee are Louis G. Caldwell, Ralph A. VanOrsdel and Ralph H. Kimball.

Mr. Roberson was assistant general counsel of the FCC in charge of telephone activities from 1934 until 1936, when he resigned to enter private practice. He is a former attorney general of Mississippi, his native State, and in 1931 served as town judge of Pelham, N. Y., an elective post. He has served in the Mississippi Legislature and for a number of years was in private practice in New York.

New Amarillo Outlet

THE new KFDA, Amarillo, Tex., 100 watts on 1500 kc., will be in operation about March 15, 1939, according to C. S. Gooch, Amarillo merchant who is controlling stockholder of the Amarillo Broadcasting Corp., to which the FCC recently issued a construction permit. Mr. Gooch will be general manager, R. MacKenzie station director, Ralph E. Cannon Jr., chief engineer. An RCA 100-H transmitter has been ordered, together with RCA speech input, Western Electric microphones and a 182-foot Truscon tower. Associated with Mr. Gooch in the enterprise are J. Lindsey Munn, vice-president and 25% stockholder, and Gilmore N. Nunn, his son, operator of WLAP, Lexington, Ky., 24%.

Lehn & Fink Spots

LEHN & FINK PRODUCTS Co., New York (Hinds lotion), on Jan. 9 will start a spot announcement campaign to run 13 weeks on a list of several stations which will not be announced till after the first of the year. Wm. Esty & Co., New York, is agency.

Heads Radio Bar

FRANK ROBERSON

Union Pacific Discs

UNION PACIFIC RAILROAD, Omaha (transportation) thru Caples Co., Los Angeles, in early January will start for 26 weeks a new thrice-weekly transcribed series on a group of west coast stations. List is now being made up and programs will replace the present *Strange As It Seems* transcribed series. Writing and production is under supervision of Leo Meehan, radio executive of Caples Co. Union Pacific sponsored two test spot announcements Dec. 6 and 13 on WQXR, New York, to encourage holiday travel on its railroad to Sun Valley, Idaho.

J. C. Penney Test

RALPH ALLUM, account executive of Blackett-Sample-Hummert, New York, and Ken Herman, of the J. C. Penney advertising department, New York, visited WOW, Omaha, in early December. The Penney Co. is conducting a 26-week test of *The Jangles* on WOW, now in its twelfth week. Plans call for possible use of the show on a regional or national basis by transcription after the test.

Wheeler Warns Congressional Review Of Radio and Regulation Is Imminent

Mr. Wheeler

BROADCASTERS and the FCC were given notice Dec. 10 by Senator Burton K. Wheeler (D-Mont.) that a Congressional committee "should review both the activities of the industry and its regulatory agency". While not calling for a Congressional investigation at the outset of the session, he made it plain that a "study" must be conducted, not with a view to "muckraking" but of an objective nature.

Addressing the Federal Communications Bar Association's annual banquet in Washington, the chairman of the important Senate Interstate Commerce Committee, lashed out again against superpower. He also admonished broadcasters on presentation of both sides of controversial issues; sharply took to task increased Government demands for free time "under the guise of being educational"; warned about too much commercialism and inequalities in earnings of stations, and otherwise discussed controversial topics in broadcasting.

Three Commissioners Present

Senator Wheeler did not make his investigation statement in his address before the lawyers though it was contained in his prepared speech. As a matter of fact, he talked extemporaneously before the law group but with the exception of the investigation statement, his ad lib remarks followed closely the prepared address.

Senator Wheeler facetiously observed that only three of the FCC members (McNinch, Sykes and Walker) were present. He said he had asked Duke M. Patrick, retiring president of the Association, about that and that he had been advised that evidently it is not possible "to get them all at the same table."

Hits at Superpower

In lashing out against superpower, Senator Wheeler said that if stations were properly located, remote listeners could get all the programs they want. "If you are going to create 20 or 25 high powered stations, you are going to have a monopoly," he said. "Chains probably would own 14 or 15 of them and may control the rest. If you have high power stations you are going to destroy the locals and the regionals." He called for broadcasters to exercise "intelligent selfishness."

"If you are going to have 24 or 25 high power stations, people will say 'let the Government run it'," he said. "We might get a President sometime who will want to perpetuate himself in office. We should look at this whole question from the standpoint of the welfare of the country."

Discussing the "turmoil" on the FCC, Senator Wheeler said the reports on it were particularly bad. While he declared it may be a good thing to have some conflict because from it the truth evolves, he nevertheless observed that reports he received were that dissension was beyond that stage.

The Senator criticized "so-called commentators" who present only one side of issues. The opposite side should be heard, he declared, in calling for a return of the "town hall" type of discussion.

A Political Football

None too gentle with the FCC itself, he said charges have been made that the Commission "is a political football, and that unscrupulous politicians, special interests, and others have dictated or influenced the Commission in the performance of its duties." Because of this and because constructive additional legislation may be necessary, he said he has taken the view that a Congressional committee should review the industry and its regulatory agency.

To his audience of lawyers and members of the Commission he said that the attorneys should spare no effort "to insure the appointment of outstanding and qualified persons to the Commission."

Talking about radio's tremendous force as a moulder of public opinion, good or bad, Mr. Wheeler said that because of this responsibility broadcasters cannot reserve their facilities for the presentation of a single viewpoint or creed. "Radio should not have an editorial policy," he warned. "It must be an instrumentality by which the public can be reached in the presentation of the pro and con of issues and views. If in the first instance, a station permits its facilities to be employed to present a particular viewpoint, in my judgment, it must afford opposing factions equal opportunity, whether it be labor seeking to answer capital, liberal who desires to oppose the conservative, or Catholic who does not see eye to eye with the Protestant."

Abuses may come from within the industry itself or from "under or over-regulation by Government licensing agencies", the Senator stated.

The high power and clear channel station loses its local status, Mr. Wheeler argued, adding that we must not become a nation with but a few lines of thought emanating from larger centers. "Those who live in the rural areas are entitled to both day and night service from their local stations kept fully abreast of world-wide developments through network service," he declared. The "fallacy" of high power, he said, can be easily demonstrated. If Montana had no locals, "it would be necessary for me to broadcast my campaign speeches from Salt Lake City", he added, and pointed out that Utahans are not interested with his qualifications for office, but Montanans are, and the large station therefore would not be serving the interest of a majority of its listeners by broadcasting such campaign speeches.

Criticizes Commercials

In advising broadcasters to clean house on advertising, Senator Wheeler extemporaneously called attention to what he termed bad practice in spot announcements. Use of "three or four spot announcements in a row," he said, was a disservice. There will be "drastic legislation to prevent it unless prompt steps are taken." He suggested to the attorneys that they advise their clients to stop this practice.

Responsibility rests at the source on all programs, Senator Wheeler asserted. "It is with those who prepare and originate programs that responsibility for their content must rest," he declared. "Responsibility must be placed where responsibility lies — where errors can be corrected — that is, at the source of program origination." This was interpreted by some to mean that copyright clearance should be at the source in all instances.

Too much radio time is consumed by commercials, said the Senator.

(*Continued on page 70*)

FCC Reorganizes Law Staff; Koplovitz Assists Dempsey

Two Broadcast Units Consolidated to Increase Efficiency; Assignments of Legal Personnel

WITH THE appointment of William C. Koplovitz, brilliant young Government lawyer, as assistant general counsel, William J. Dempsey, youthful FCC general counsel, on Dec. 8 completely reorganized the Commission's law department, reassigning a majority of staff members to new duties.

Mr. Koplovitz, 29, has been Mr. Dempsey's teammate in the Government service since 1933. He was appointed Dec. 6 by the FCC, at which time he resigned as acting general counsel of the Federal Power Commission. As chief assistant to Mr. Dempsey, he will be in charge of litigation and administration, and presumably will devote most of his time to broadcast matters.

George B. Porter, assistant general counsel for broadcasting, remains in that status with a newly-organized staff. James A. Kennedy, assistant general counsel in charge of common carriers (telephone and telegraph) likewise will continue in that category. W. H. Bauer, who has been acting assistant general counsel in charge of litigation, reverts to his rank as senior attorney but will remain in litigation work until he completes pending cases. Then he is slated to return to the common carrier division.

Fletcher Resigns

Mr. Fletcher

Frank U. Fletcher, FCC attorney for the last four years, and a native North Carolinian, has resigned effective Jan. 1 to enter private law practice. Regarded highly in Commission circles, Mr. Fletcher is first of the attorneys to take advantage of the repeal of the so-called two-year rule [BROADCASTING, Dec. 1], which permits FCC employes to engage in practice before that agency provided they do not participate in cases in which they had an interest while on the Commission. Mr. Fletcher will join the law firm of Stephens, Spearman and Roberson, in Washington. Paul D. P. Spearman and Frank Roberson were former general counsel and assistant general counsel respectively of the FCC.

Mr. Fletcher is a cum laude graduate of Wake Forest College and of Duke University Law School. While with the FCC he edited the *FCC Reports* of which Volumes 1-4 have been published. In addition to legal research he assisted in the preparation of legal briefs in appeals cases, and has represented the Commission at numerous hearings. He was responsible for the codification of the FCC regulations which shortly will be printed. He is a nephew of Maj. A. L. Fletcher, assistant administrator of the Wage & Hour Division, Labor Department.

The reorganization, it was stated, involves no changes in personnel grade, salary or status. While it is designed to be a permanent structure nevertheless it is understood that members of the law department will be closely observed and changes, if necessary, will be effected in the future. In announcing the administrative reorganization, Mr. Dempsey said it was geared for increased efficiency.

The former two broadcast subdivisions have been consolidated into a single unit which in turn has been subdivided into five sections. These are: New Stations; Changes in Exisiting Facilities; Renewals; Section 310(b) Matters, involving assignment of licenses, and Revocation and Service Complaints.

"This new arrangement will enable the attorney or attorneys assigned to a matter to handle it from the time it reaches the Law Department until it is finally acted upon by the Commission," the statement said.

The litigation and administration division is divided into four sections — Litigation, Research, Hearings and Legislation and Rules and Regulations. Two conference rooms have been set up for conferences on Commission business between lawyers of the Department and persons not connected with the Commission. Offices of staff members will not hereafter be used for conference purposes, the announcement stated. This was done, it is understood, because of limited housing accommodations and because two or more lawyers now are sharing offices.

Other Section Heads

The New Station Section of the Broadcast Division will be headed by Ralph Walker, veteran Commission attorney. Others in the section are George Hill, former examiner, Walter Johnson, and Hugh Hutchison. The second dealing with Changes in Facilities of Existing Stations is headed by John Bramhall, former examiner. Other members are Tyler Berry, former examiner, George Harrington, and Mr. Fletcher. The Renewals Section is headed by James Cunningham. Other members are Max Aronson, Russell Rowell, and James McCain.

The Section 310 (b) or assignment section, comprises David Deibler, Basil Cooper, M. W. Wihton, and C. Salzberger. The Revocation and Service complaint section comprises P. W. Seward, former examiner, James McDowell, Stephen Tuhy, H. T. Slaughter, and M. E. Erickson.

Under Mr. Koplovitz in the litigation and administration division will be four sections as follows:

Hearings, W. D. Humphrey and C. R. Lockwood; Research, Fanney Neyman and T. P. Pierson; Litigation, William H. Bauer and A. Haley; Legislation, Rules and Regulations, T. L. Bartlett and John Litzelman. An Administrative Unit, headed by Harry Ochershausen was set up under Mr. Koplovitz. Mr. Oschershausen is former assistant minute clerk.

New FCC Counsel

WILLIAM C. KOPLOVITZ

Under Mr. Kennedy in the Common Carrier Division are:

J. Fred Johnson, Frank B. Warren, Marshall S. Orr, Elizabeth C. Smith, Annie Perry Neal, Eugene L. Burke, Robert M. Fenton, J. E. Wicker, Violet Haley, John Hartman, L. Spillane and Robert Irwin.

Rosel Hyde, former examiner, is now assigned to work in connection with the network inquiry of the Commission and later will be assigned to a definite division. He is functioning directly under Dempsey.

With Mr. Koplovitz's appointment, the Commission named S. King Funkhouser, of Roanoke, as temporary special counsel to assist Mr. Dempsey in the network investigation. Mr. Funkhouser, in his 50's, was given a 90-day appointment and probably will be assigned to preparation of the transcription phase of the current inquiry. He is a graduate of Ohio State U. and has practiced extensively before Government departments.

Dempsey-Koplovitz Team

Because Messrs. Dempsey and Koplovitz have constituted a sort of legal team for the last five years, it had been anticipated that the latter would join the FCC staff. However, Mr. Koplovitz was slated for appointment as general counsel of the Power Commission, a post which pays $9,000 per year as against the $7,500 salary of an FCC assistant general counsel. He is the third Power Commission official to join the FCC staff—Chairman McNinch and Mr. Dempsey having preceded him.

A cum laude graduate of Harvard Law School in 1933, Mr. Koplovitz is a native of St. Louis. He was graduated from Washington University, St. Louis, having won a four-year scholarship from his high school as the highest ranking student. He also attained a scholastic fellowship at Harvard.

Mr. Koplovitz received his A.B. Degree in Washington in 1929 and his M.S. Degree in 1930. He majored in applied sociology. While engaged in a research study for the Russell Sage Foundation in New York in 1932, he co-authored a book titled "Emergency Work Relief"—said to be the first study of its kind and which eventually was used as a foundation for New Deal work relief. The thesis of this study was that of paying wages to unemployed instead of instituting the dole.

Mr. Koplovitz joined the Public Works Administration in 1933, where he first met Mr. Dempsey. They became known as "Big Bill" (Dempsey) and "Little Bill". In early 1937 Mr. Dempsey joined the Power Commission staff as assistant general counsel and Mr. Koplovitz became senior attorney. When Mr. Dempsey moved to the FCC with Chairman McNinch in October 1937, Mr. Koplovitz was named acting assistant general counsel of the Power Commission and in January 1938, was made assistant general counsel. When Oswald Ryan, Power Commission general counsel, was appointed a member of the Civil Aeronautics Authority last July, Mr. Koplovitz was named acting general counsel. He was born in St. Louis May 30, 1909, and is single.

PAYNE IN CAPITAL DESPITE ILLNESS

DESPITE a physician's affidavit that he was suffering from a "very marked hyper-tension complicated with a valvular heart disease," and advising that he "take a complete rest for a period of at least several months," George H. Payne, FCC member, was in Washington during the week of Dec. 5 after a stay in Florida.

The illness affidavit was filed in the District Court in Washington by Payne's counsel in seeking at least a three-month postponement of the trial of the Commissioner's libel suit against BROADCASTING and its editor and publisher. On the basis of this affidavit and the statement by Payne's counsel that his client was "physically incapacitated to undergo the ordeal of an earlier trial", it was postponed until Jan. 16 [BROADCASTING, Dec. 1].

It marked the second postponement in the trial, each time on motion of Payne's counsel. William E. Leahy, chief counsel for BROADCASTING, in each instance advised the court his clients were ready.

FTC Issues Order

THE Federal Trade Commission has ordered Grove Laboratories, St. Louis (Bromo Quinine), to cease representing that its preparation is a cold remedy, a "complete" treatment for colds, and that it will kill, fix or expel colds, or give the final touch in expelling colds. Certain other claims also are to be discontinued. Oyster Shell Products Corp., New Rochelle, N. Y., has agreed to discontinue certain claims regarding the qualities of its poultry supplement. Wm. Woodbury Sales Co., New York, has been ordered to cease claiming it manufactures certain products unless such is actually the case and to cease certain claims for its Turtle Cream Oil.

Interest Subsides In Federal Station

U. S. Group's Report Fails to Mention Shortwave Plan

AS PART of a broad program of cooperation between the United States and the other American republics, three projects for expansion of broadcasting and communications were included in the report of the Interdepartmental Committee on Cooperation with the American Republics, submitted Nov. 29 to President Roosevelt.

None of the projects envisaged expenditures by the Federal Government, lending to the belief that suggestions for the Government to establish its own shortwave broadcasting service have been abandoned. FCC Chairman McNinch served on the committee, headed by Assistant Secretary of State Sumner Welles. He is also chairman of the special committee of experts surveying the entire field of international broadcasting that is to submit another report to the President in January.

Study by FCC Committee

The projects listed were as follows:

1. *International broadcasting problems*—A special committee appointed by the President under the chairmanship of the Chairman of the FCC has been giving very careful study to the entire field of international broadcasting, and a report is in the process of completion for submission to the President in January, 1939, which will make specific recommendations on this subject. The members of the Committee are also engaged through informal conferences with the American radio industry, in continuing efforts to develop further cooperation with Latin America and to raise the standard of programs transmitted abroad, especially to the American Republics. No additional funds required.

2. *Establishment of better engineering standards and efforts to eliminate interference*—Through participation in the work of international communications conferences, such as the two held in Havana in 1937, the FCC has already performed very valuable work toward the establishment of better engineering standards and the reallocation of frequencies to reduce or eliminate interference. In addition, the spirit of cooperation and mutual effort displayed at the conferences has promoted a better understanding among the American Republics with respect to radio problems. Such additional funds as may be required for further conference attendance can be sought as occasions arise.

3. *Visits by Commission experts to foreign communications departments*—The Commission stands ready at all times to cooperate with respect to such visits and to arrange, when it appears desirable, to send technical experts to various capitals in Latin America, such visits, of course, to be made only on special invitation of interested Governments, in order to discuss problems of mutual interest. Similarly, the Commission is prepared to cooperate at all times by arranging for the reception of foreign communications officials who express an interest in making a visit to the United States. No additional funds required.

Candy Firm to Expand

CHERRY SPECIALTY Co., Chicago (Dainties candy), has started daily spot announcements, one-minute disc, on WTMJ, WBBM, WMAQ with plans for expansion in Midwestern markets after Jan. 1. Oscar L. Coe & Associates, Chicago, is agency.

NBC and Mutual Reach Record Highs With CBS Showing a Slight Decrease

ALL-TIME highs in advertising revenue were reported by NBC and Mutual in November, while CBS billings lagged slightly behind those for the same month last year. Combined billings of all three companies for the month were $6,714,254, an increase of 6.7% over the 1937 month of $6,294,176. Cumulative billings for all coast-to-coast networks for the 11 months of 1938 were $64,975,895, a gain of 3.2% over the $62,941,313 billed in the first 11 months of 1937.

NBC combined networks had billings of $3,899,915 for the month, a gain of 15.3% above the Nov. 1937 total of $3,381,346. Under the network's new policy for showing separate figures for the Red and Blue the November income was divided into $2,949,850 for the Red and $950,065 for the Blue. These figures cannot be compared with those for the same month of 1937, however, as the new system of computing incomes of Red and Blue is based on the affiliation of individual stations to each network and not entirely on the basic network used by the advertiser, as formerly done. For the year to date, NBC's combined total billings are $37,576,603, an increase of 7.3% above the total of $35,012,200 for the same period of 1937.

CBS for the month of November showed a gross income of $2,453,410, a drop of 7.6% from the $2,654,473 billed in 1937. For the 11-month period, CBS billings in 1938 total $24,816,337, or 4.3% lower than the $25,935,500 in the comparative months of 1937. Mutual's November total was $360,929, a rise of 39.7% from the $258,357 billed in Nov. 1937. The MBS cumulative total for January through November was $2,582,955 this year, as compared with $1,993,613 last year, an increase of 29.6%.

Gross Monthly Time Sales

	1938	*% Gain over 1937*	*1937*
NBC			
Jan.	$3,793,516	7.1%	$3,541,999
Feb.	3,498,053	6.1	3,295,782
March	3,806,831	5.3	3,614,283
April	3,310,505	1.0	3,277,837
May	3,414,200	6.2	3,214,819
June	3,200,569	6.6	3,003,387
July	2,958,710	9.3	2,707,450
Aug.	2,941,099	5.6	2,784,977
Sept.	2,979,241	4.5	2,850,581
Oct.	3,773,964	13.0	3,339,739
Nov.	3,899,915	15.3	3,381,346
CBS			
Jan.	$2,879,945	21.1%	$2,378,620
Feb.	2,680,335	18.4	2,264,317
March	3,034,317	18.5	2,559,716
April	2,424,180	— 5.4	2,563,478
May	2,442,283	— 4.6	2,560,558
June	2,121,495	—14.3	2,476,576
July	1,367,357	—31.2	1,988,412
Aug.	1,423,865	—27.2	1,955,280
Sept.	1,601,755	—21.0	2,028,585
Oct.	2,387,395	— 4.6	2,505,485
Nov.	2,453,410	— 7.6	2,654,473
MBS			
Jan.	$ 269,894	26.3%	$ 213,748
Feb.	253,250	9.0	232,286
March	232,877	— 5.9	247,431
April	189,545	— 5.3	200,134
May	194,201	25.6	154,633
June	202,412	72.4	117,388
July	167,108	64.7	101,458
Aug.	164,626	70.4	96,629
Sept.	200,342	50.8	132,866
Oct.	347,771	45.7	238,683
Nov.	360,929	39.7	258,357

A FLOOD OF CANADIAN NICKELS

Pours in as Texas Co. and CFCN Back Drive For Aid of Needy During Holiday

LAUNCHED by the Texas Co. of Canada and CFCN, Calgary, Alta., CFCN's *Texaco Nickel Club* has proved an immense success. Nickels have been received from points as widely separated as Indiana and California; and many from Montana, Washington and Oregon; as well as from the neighbouring provinces of Saskatchewan and British Columbia.

The first announcement was made Nov. 27 and on following nights at the same hour. On Nov. 28 607 nickels came in; Tuesday 2,202; Wednesday 3,858; Thursday, December 1st, 3,850; Friday 5,194 and Saturday 3,964. A total of 19,675 nickels for the six days of broadcasting—with a stack of unopened mail still needing attention.

It was felt by those who launched the *Nickel Club* that many single men and women, and possibly children too, would not have a Christmas dinner. It was for the purpose of supplying that need that the club was started and the response shows the recognition by the public of its desire to help in the cause.

Every man, woman, boy and girl who listens to the news broadcasts from CFCN was asked to contribute a nickel.

They were told that more is not desired, but they could contribute a nickel a day until Christmas. Each nickel contributed is acknowledged and the name of the contributor is read over the air during the Club's broadcast each night. Naturally, with the flood of nickels pouring in, the Club is much behind in the giving of names, but each contribution will be acknowledged before Christmas.

A Christmas dinner with all the trimmings will be provided by the Salvation Army itself where it has the facilities for cooking and serving dinners; where it lacks facilities, orders will be issued on restaurants in the district. Texas Co. and CFCN are bearing all the expense of clerical work and station time for the broadcasts and the Salvation Army is contributing all the expense in connection with the management of the distribution.

Elliott's New Sponsor

ELLIOTT ROOSEVELT'S commentaries on *Texas in the World News*, recently resumed over the Texas State Network which he heads, has been taken for sponsorship by Bowen Motor Coaches, operating bus lines throughout Texas. Account, placed direct on 19 TSN stations, will run from Dec. 9, 1938, to Dec. 9, 1939, Mondays and Fridays, 5:45-6 p. m.

THE annual meeting of the Canadian Association of Broadcasters will be held Jan. 23 at Toronto. The agenda has not yet been settled.

Celebrities Join WWL In 50 Kw. Ceremonies

Mr. Callahan

FORMAL dedication of the new 50,000-watt plant of WWL, New Orleans, was observed Nov. 30 with ceremonies attended by state and visiting celebrities in the University Room of the Roosevelt Hotel. Highlighted by a CBS dedicatory program featuring Andre Kostelanetz and his orchestra with guest stars, WWL presented its own 18-piece orchestra under the direction of Irvinovitch Vadacovich, together with Dorothy Fields the Xavier Octette, the Dreamy Melody Trio and Jimmie Willson.

WWL received 1,150 congratulatory telegrams, according to Vincent P. Callahan, general manager. Speakers included Charles I. Donechaud, leading New Orleans attorney; Ben J. Williams, president of the Association of Commerce; John T. Ryan, president of the YMBC; Rev. Harold A. Gaudin, president of Loyola University, licensee of the station; Commissioner Fred A. Earhart; Herbert V. Akerburg, CBS vice-president; Paul M. Segal, WWL Washington counsel, and Gene Katz, president of the Katz Agency.

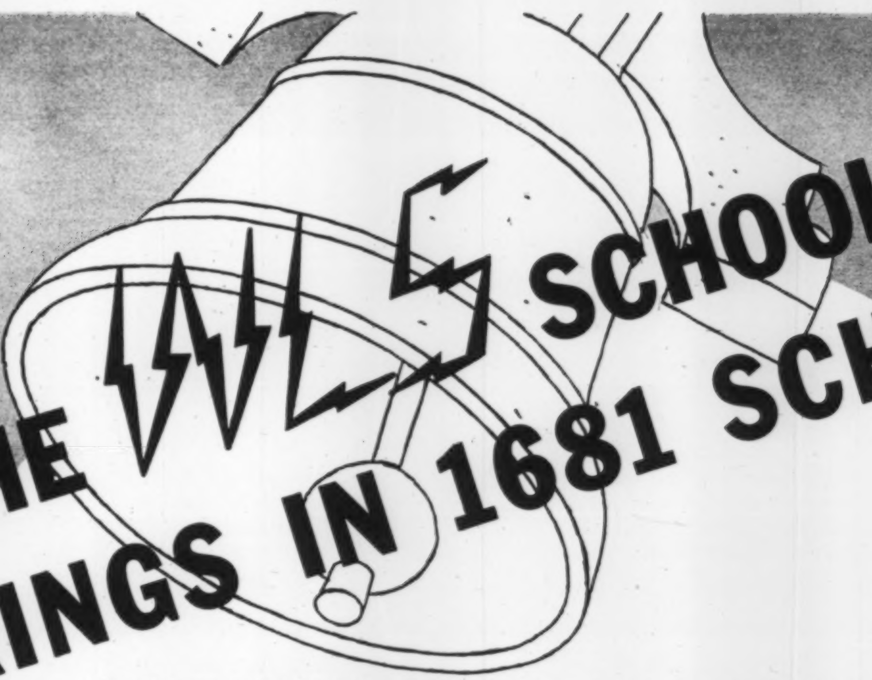
On Dec. 1 WWL received the following letter from President Roosevelt: "I congratulate Loyola University upon the improved facilities through which Station WWL is now enabled to operate on 50,000 watts. This development should be a source of great satisfaction to the Jesuit Fathers who have worked so assiduously building up the station from a small beginning. I trust that its future will be one of great usefulness in the service of God, of Home and of Country."

WAPI Asks for 50 Kw.

DUE to move to a Class 1-B channel under the Havana Treaty, WAPI, Birmingham, has applied to the FCC for 50,000 watts on 1070 kc., the channel to which it would be shifted. It now operates with 5,000 watts on 1140 kc., using a directional antenna under special FCC authorization in order to use that channel simultaneously at night with KVOO, Tulsa. Since action on the proposed shift is expected to await the reallocations under the Havana Treaty, WAPI has also applied for authority to continue its full-time night operation under the special authorization until Sept. 1, 1939. The station is operated by Thad Holt under a management contract with Alabama Polytechnic Institute and the University of Alabama, the joint licensees.

Feltman & Curme Spots

FELTMAN & CURME Shoe Stores Co., Chicago (national chain of shoe retailers), has started a campaign varying from three to six quarter-hour disc variety shows weekly for 52 weeks on WMAQ KLZ KVOR KGO. Informal chatter is given by Norman Ross on WMAQ, Howard Chamberlain on KLZ, Will Aubrey on KGO, and Bob Roberts on KVOR. McJunkin Adv. Co., Chicago, has the account with Frank Steel, radio director, in charge.



THE WLS SCHOOL BELL RINGS IN 1681 SCHOOLS!

"SCHOOL TIME" is the term used to designate WLS educational programs, broadcast with the co-operation of national, state and city educators in the interests of education by radio.

1681 Midwest schools have advised us that they listen regularly to "SCHOOL TIME" programs. In November 116 schools were added to those participating. In this same month there were direct broadcasts from four large business institutions: a furniture factory, an electrical appliance company, a leading grocery store in Chicago, and a cereal manufacturer 300 miles from Chicago.

During November, Mrs. Harriet Hester, Educational Director of WLS, conducted Rural Music Clinics for the University of Illinois, at the Northern Illinois State Teachers College and Normal University in addition to speaking before various state educational groups.

The National Evaluation of School Broadcasts Committee chose the WLS "Music In America" as its official music study for the year in the Chicago area. This is the first time a local program has been designated for such study.

The complete educational series on WLS each week includes five quarter hour broadcasts at 1:00 P.M., featuring on respective days: "Current Events," "Music in America," "The World In Which We Live," "Little Lessons For Little Folks," and "Roving the Globe." Additional educational broadcasts each week include: "The High School Hour," Saturday, 10:30-10:45 A.M.; "The International Outlook," Wednesday, 7:00-7:15 P.M.; "Know Your Schools," Thursday, 7:00-7:30 P.M.; WLS Spelling Bee, Saturday, 9:45-10:30 A.M.

WLS is pleased to present these educational programs—proud that they have been so strongly endorsed by leading educators and educational groups.

Burridge D. Butler, President of WLS, says: "*We are proud to have a part, with parents and teachers, in shaping the lives of boys and girls. There can be no greater privilege, no more solemn obligation than this. We are putting our best efforts into 'School Time', and if it helps to broaden the lives of our boys and girls, our ambition for it will have been fulfilled.*"

WLS

THE PRAIRIE FARMER STATION

Burridge D. Butler, *President* *(Chicago)* Glenn Snyder, *Manager*

Agency Committee Considering AFRA Talent Agreement

Proposal Ratified at Recent Artists Session Pondered

A FAIR practice code and an agreement covering minimum wages and conditions for actors, singers and announcers employed on commercial programs broadcast on CBS, NBC or MBS, was submitted to a committee of the advertising agencies Dec. 8 by the American Federation of Radio Artists. The agency committee promised to study the AFRA proposals and either to accept them or offer a counter proposal not later than Dec. 22.

Agreement, which is dated to run until Jan. 15, 1940, calls for the exclusive employment of AFRA members, AFRA on its part agreeing to keep its rolls open for all eligible artists engaged to appear on network commercial programs. Disputes regarding wages or conditions not covered by the code are to be submitted for arbitration under the rules of the American Arbitration Assn.

Provides for Minimum Pay

Minimum scale for actors for a program of 15 minutes or less is $15 for the program and $10 for the rebroadcast; for programs from 16 to 30 minutes, $25 for the broadcast and $12.50 for the rebroadcast; for programs from 31 to 60 minutes, $35 and $17.50. Rehearsal pay is set at $6 for the first hour or less, and $3 for each succeeding half-hour. Rehearsals for programs longer than 15 minutes may be held in two sessions, but each is to be computed and paid for separately. Auditions are to be paid for at half the broadcast fee, with rehearsals for auditions figured at the broadcast rehearsal rates.

Singers are divided into four classes. Class I, groups of nine or more voices, are to get a minimum of $14 for 15 minutes or less; $16 for 16 to 30 minutes; $40 for 31 to to 45 minutes, and $20 for 46 to 60 minutes, with half payment for rebroadcasts. Rehearsal fees are $4 for the first hour, and $1 for each subsequent quarter-hour.

Class II, five to eight voices, get $24 for 15 minutes or less; $28 for 16 to 30 minutes; $32 for 31 to 45 minutes, and $36 for 46 to 60 minutes, with half scale for rebroadcasts. Rehearsals $4 the first hour and $1 each additional quarter-hour. Class III, two to four voices, get $30 for 15 minutes or less; $35 for 16 to 30 minutes; $40 for 31 to 45 minutes, and $45 for 46 to 60 minutes, with half-scale for rebroadcasts. Rehearsals $5 the first hour and $1.25 each additional quarter-hour.

Class IV, soloists, get $40 for 15 minutes or less; $50 for 16 to 30 minutes; $60 for 31 to 45 minutes, and $70 for 46 to 60 minutes, with half-scale for rebroadcasts. Rehearsals are $6 for the first hour and $1.50 for each additional quarter-hour. Rebroadcasts must come within 24 hours of the original broadcast. No rehearsal can be less than an hour unless immediately before or after the broadcast. However, singers may be required to stand by for 15 minutes before performances without payment of a rehearsal fee. Orchestra rehearsals may not be divided into more than two sessions and there must be a five-minute rest period allowed in each hour of rehearsals longer than one hour.

A member of a group which is employed may not be discharged except for cause as long as the group is employed on the program or for 13 weeks, whichever is less. If a singer in a group is used as a soloist or a member of a smaller group to sing a complete number or chorus of 32 bars, he shall be paid the scale for that class.

Announcers on network commercial programs are to receive a minimum of $15 for 15 minutes or less and $10 for a rebroadcast; $25 for programs of 16 to 30 minutes, with $12.50 for rebroadcast, and $35 for 31 to 60 minutes, with $17.50 for rebroadcast. Rehearsals for announcers are $6 the first hour and $3 for each additional half-hour. Where the announcer is guaranteed a term of not less than 13 weeks on a 15-minute program broadcast three times or more weekly, he may be paid on a weekly basis with a minimum of $50 for three broadcasts, $60 for four, $75 for five, and $85 for six, with 50% additional for rebroadcasts. In these cases of guaranteed term employment, 45-minute rehearsals are included without extra charge.

Announcers employed to broadcast network cut-in commercial announcements shall be paid a minimum of $10 each. Auditions are scaled at half the broadcast fee, with rehearsals at regular broadcast rates.

Approved at Convention

All artists are to be paid full wages for broadcasts that are canceled, unless they are notified of the cancellation 24 hours before the first scheduled rehearsal. Individuals whose appearances are canceled must be paid full wages unless they are discharged for gross insubordination or misconduct.

AFRA code and agreement were drawn up and approved at the organization's recent convention in St. Louis by delegates from locals in all parts of the country, who also gave the national board power to call a strike of all artists if necessary to enforce their demands [BROADCASTING, Dec. 1]. The code was presented to the agency committee by a delegation which included not only the regular members of the AFRA negotiating committee: Emily Holt, executive secretary; George Heller, treasurer, and Henry Jaffe, attorney, but also Eddie Cantor, AFRA president; Lawrence Tibbett, AFRA vice-president and president of the American Guild of Musical Artists; Fredric March and Kenneth Thompson of the Screen Actors Guild and Bert Lytell, president of Actors Equity. The AAAA committee was said to have included representatives of nine agencies, but Mr. Benson refused to divulge their names or to make any comment on the meeting.

NEWSPAPERMEN assist architects and contractors in checking the completion of the RCA Bldg. at the New York World's Fair 1939, a part of the inspection being broadcast by WJZ. Left to right: Richard O'Brien, *New York Times*; C. W. Ryan, contractor; Louis Skidmore, architect; Gibson Clarke, landscape architect; C. W. Fitch, NBC program department business manager, who is in charge of assembling the RCA exhibit; Ben Grauer, NBC announcer; Richard Van Horn, *New York Herald-Tribune*, and Arthur Feldman, NBC special events man.

Radio Inspection Of RCA's Exhibit

FIRST contractor's checkup of a building to be made by radio took place Dec. 2, when a group of New York newspapermen, equipped with pack receivers and "beer mug" transmitters, toured the RCA exhibit building at the World's Fair and reported on their findings to a "radio central" set up on the third floor of the building. Three teams of reporters roamed through the structure, all the while in easy two-way communication with Ben Grauer, NBC announcer. Each team carried a list of items to be checked and as they inspected the items they reported back by radio, the entire building being checked in a very few minutes in this manner.

Built to represent a giant radio tube lying on its side, the RCA Building at the Fair fronts 200 feet along the Avenue of Patriots. Front of the building, representing the base of the tube, is made entirely of plate glass. In its center is a niche which will be filled with an animated replica of a metal tube, 25 feet high. Inside the semi-rotunda of the front section are six viewing roms, where television and facsimile reception will be demonstrated under home conditions. The rear of the building, representing the tube proper, will contain exhibits of every phase of radio, with rest rooms and storage space on the second floor and a lounge, office space and a broadcasting studio on the third floor. In the garden surrounding the building a 250-foot radio tower and a radio-equipped launch will be displayed.

LEWIS ALLEN WEISS, general manager of Don Lee Broadcasting System, Los Angeles, talking over a special wire from that city, on Dec. 12 addressed the Phoenix (Ariz.) Advertising Club, meeting in the KOY studios. His subject was "Making Advertising Pay."

CBS IN HOLLYWOOD SIGNS WITH AFRA

GEORGE GERWING, until recently Southern California director of the Federal Theater Project, has been appointed executive secretary of Los Angeles Chapter, American Federation of Radio Artists. He succeeds Norman Field, a founder of the organization, who resigned that post effective Dec. 12 to devote full time to radio as actor and director. Mr. Field was executive secretary for the past year and a half. He continues as second vice-president of national AFRA.

In making known the appointment, Carlton KaDell, president of the Los Angeles Chapter, on Dec. 7 also disclosed that a contract between AFRA and CBS, calling for a 15% to 50% pay increase for directors, writers, announcers and sound effects technicians has been tentatively approved. With final approval of the agreement by executives of CBS and AFRA, the new scale will become effective immediately in Hollywood and San Francisco. Draft of the proposed pact is reported to have been forwarded to New York for approval by the national board of AFRA.

Under agreement, radio directors will receive a pay increase of 15%, writers approximately 25%, announcers 33% and sound effects technicians about 50%. Acceptance by AFRA is considered a routine matter, since the pact also calls for improved working conditions for all members of the organization. CBS executives admitted tentative deals have been submitted by AFRA, but said plans had called for no formal announcement until the agreement was actually signed by both parties. Negotiations for AFRA were directed by Laurence W. Beilenson, western counsel of AFRA and SAG attorney.

Suite by Deems Taylor Recorded In Radio Style

HERETOFORE unrecorded composition by Deems Taylor, *Through the Looking Glass* suite, executed by Howard Barlow and the Columbia Broadcasting Symphony, is included in Columbia Phonograph Co.'s album release for January. Production of the suite, projected precisely as it would be put on the air, was personally supervised by Mr. Taylor.

The music was transmitted from the CBS studio by special wire to the phonograph studios several blocks away through collaboration of the radio and recording technical staffs. Mr. Taylor, in the recording studio, consulted with the other group continually over a special telephone line as the selection was being played. His suggestions were signalled to Conductor Barlow by control room engineers. The two also exchanged ideas by making one record side and playing it back immediately through loudspeakers in both studios, recording the movements again until they drew complete satisfaction.

Phil Baker for Dole

HAWAIIAN PINEAPPLE Co., Honolulu, will start its first radio campaign for Dole pineapple juice and pineapple gems Jan. 14 with a series of variety programs featuring Phil Baker, accordionist-comedian, on 63 CBS stations, Saturdays, 9-9:30 p. m. Agency is Young & Rubicam, New York.

Maybe I don't buy time

I put on a swell act when the boss came home last night. But he didn't make a pass at me with his briefcase and chase me down the hall like he always does. He didn't even hang up his coat. He just threw it on a chair and sort of dragged his way into the living room where the missus was sitting.

"Well, Harry," the missus said, "how did everything go today?"

"Dammit, Clara," the boss began, "I don't know what's got into the young people—I don't know."

I saw the missus settle herself a little more comfortably on the couch and a smile ran across her lips. She knows she's got to pacify the boss, I thought. I'm only a dog, but I understand things.

"Take this young fellow Henderson," the boss said, stuffing tobacco into his pipe and putting it back in his pocket without lighting it. "You know, the Advertising Manager of Toasty-Tasties—the kid we had out for dinner about three weeks ago? Well, Henderson comes into the agency today and tells me I'm crazy for recommending WOR. Tells ME I'm crazy, mind you—me, who's bought about twenty-million dollars worth of time!"

"You've been called worse things than that," the missus said.

"Anyway, it works out that this kid Henderson's been listening to that potbellied old fourflusher Wingham over at the plant. Wingham knows as much about radio as a hen does about jai-alai. It seems that Wingham says, 'Let's use something NEW... like the comics.' Wingham, you see, had been selling space before he went over to Henderson — Wingham had been selling space since Washington threw the first camp at Valley Forge, I think."

"What about WOR?" asked the missus.

"I'm coming to that—So, I said to Henderson, 'Listen, what do you think WOR is? One of the greatest audience-pullers only in Newark and New York City maybe? Let me tell you that WOR is the nearest thing to a working miracle since Aladdin stumbled on the lamp. In the first place, it covers a territory that any five or six stations would be glad to have a cobbler's patch of. It takes a thing called a Directive Antenna and jabs 50,000 watts into a slab of country that's epidemic with people, cash, radios—about 4,250,000 homes with radios, just to bring you up-to-date. AND WOR'S GOT A GREATER COLLECTION OF TOP-FLIGHT SUCCESS STORIES TO BACK WHAT IT SAYS THAN ANY OTHER 50,000 WATT STATION NOW OFFERING TIME FOR LOCAL SPONSORSHIP!'"

Maybe I don't buy time. You see, I'm only a dog. But I got so excited over what the boss said that I ran right out to the kitchen and gave Daisy—she's our cook—the ankle number. Daisy screamed, and the boss said, "Quiet! Either you behave decently or you go back in the bathroom on your cushion."

Just the same, I'm glad I worked it out on Daisy.

WOR

Broadcasters and Set Makers Start Joint Promotion Drive

Preliminary Funds Made Available for Campaign To Sell Radio Affirmatively to the Public

THE TWO major segments of the radio industry—broadcasting and set manufacturing—have agreed to combine their efforts in a promotional drive to get under way early in 1939 sponsored jointly by the NAB and the Radio Manufacturers Assn.

In a move re-initiated by NAB President Neville Miller, committees representing the two trade associations, which met in Chicago Nov. 30, laid the groundwork for the joint campaign, and turned the spade work over to promotion experts representing the two industry groups. Under the preliminary plans, every means of promotion will be employed in the coordinated campaign, handled through the NAB, and with funds contributed through each trade association.

The basic object is to sell radio affirmatively. The accompanying benefits would be to broaden the base of radio set ownership, increasing set sales and at the same time widening the circulation of station service.

Funds to Start Work

At the Chicago meeting, attended by committees representing both trade associations, the plan was given preliminary approval. The RMA board at a meeting on the following day appropriated $2,500 to defray a portion of the preparatory costs. The NAB board, at its meeting in Washington Dec. 12-13, authorized an equal amount. This $5,000 fund will be used for art layouts, continuities, window trim designs and other promotional data.

Meanwhile, Ed Kirby, NAB public relations director, has been in conference with promotional people representing branches of the industries in an effort to speed preparation of a coordinated plan ultimately to be submitted to the executive heads of the two associations as a year-round campaign. Conferences are under way with the advertising managers of set manufacturers, promotion and public relations officials of stations and networks; program executives and other key figures in the two industries.

By mid-January, it is hoped, the entire plan will be ready. The amount to be spent is undetermined. It was concluded, however, that no outside advertising agency will be used and that the work will be done through the NAB.

There are many phases to the project, as outlined in the rough. For example, through its committee, agreed at the meeting that the new *Radio Primer* now being published by the NAB and relating in simple language the basic story of the American System of Broadcasting, will be part of the literature given away with every set sold by an RMA manufacturer.

The *Primer* itself, called by the NAB the "ABC of Radio," will be a 50-page book. Through NAB members copies will be given to members of Congress before they leave their homes for the new session Jan. 3. Because it contains a factual account of the fundamentals of radio, it is felt the book will lead to a new understanding of the problems of radio.

The promotional campaign itself envisages a working combination of the 35,000 radio dealers with the 700 broadcasters. Window displays, newspaper, magazine and billboard advertising used by manufacturers and dealers would be designed to tell the story of radio. Conversely, broadcasters would use their own facilities to tell the dramatic story of radio and radio entertainment, and what the listeners' interest in having the newest model receivers insuring quality reception. Listener contests also are under consideration.

Members of the NAB committee are President Miller; H. Leslie Atlass, CBS Chicago vice-president; I. R. Lounsberry, WGR-WKBW, Buffalo; T. C. Streibert, WOR, Newark; H. B. McNaughton, WTBO, Cumberland, Md., and Mr. Kirby. A. S. Wells, of the Wells-Gardner Co., Chicago, RMA president, and Bond Geddes, executive vice-president of RMA, are the moving spirits of the manufacturers' group.

NBC *Music Appreciation Hour* conducted by Dr. Walter Damrosch is aired each Friday afternoon on WCFL, Chicago, by transcription.

RADIO's REPORT

Miller Proposes Combined Network Review

"RADIO'S Annual Report to the American Listener" is the title of a combined network program under the auspices of the NAB, proposed by Neville Miller, NAB president, and now under consideration.

In a telegram Dec. 7 to Presidents Lohr, Paley and Macfarlane, of NBC, CBS and MBS, respectively, Mr. Miller invited them to join him in preparing the program as the first phase of the new industry promotional drive in which broadcasting will tell its own story.

He suggested that the public relations heads of the networks meet Dec. 14 with Ed Kirby, NAB public relations director, who will outline the plan, and that the program boards of all three networks later get together.

"Such a theme gives us opportunity to bring to the microphone spokesmen of religious, government, education, music and related arts who will review the contributions made to American life by radio in the past year." Mr. Miller advised the network heads.

"Such a theme gives us opportunity to rededicate ourselves to the best interests of the American people, and to outline new goals of achievement we seek in the year 1939. It offers an opportunity to parade before the public the finest talent in America, and by proper pick-ups at home and abroad, to show something of American radio's role as a medium of national and international understanding. On this one occasion too, it would be our suggestion that non-network stations be permitted to participate in the program."

ANYTHING GOES ON JAMBOREE

And 16 Sponsors Are Pleased with Silly Routine On Clearing House for Announcements

ANYTHING GOES on *Jack's Jamboree,* said to be blazing a zany trail of sponsored success on WFIL, Philadelphia, with 16 sponsors for the present 75-minute daily period and a total of 21 in sight when the feature expands to two hours the first of the year. The program, conducted by Jack Steck, but executed almost at will by anyone on the station personnel from sound-effects man to engineers, claims to remedy the problem of cluttering up the daily schedule with 30-100 word announcements by providing one long period every day for the commercials and whatever talent is handy.

The 16 sponsors are "delighted" with the program, which in two months has mushroomed from 30 to 75 minutes daily and quadrupled its original four sponsors, although they have no assurance that they will receive the full 30, 50 or 100 words they buy, or even that Funster Steck, who reads all the commercials, will use any of the copy furnished. Sales messages may be lampooned or ridiculed, depending on Steck's whims. Anybody wandering into the studio is likely to wind up in a spot on the program, from the porter to unsuspecting passersby.

Obviously undignified and pursuing a roundabout course to reach its objective, *Jack's Jamboree* is said to really be selling catsup, baked beans, meat products, cold tablets, bank accounts, real estate, doughnuts, jewelry, rugs, headache remedies and other products and services.

Test of ASCAP Laws

APPEAL of the American Society of Composers, Authors and Publishers from the anti-ASCAP laws of the States of Florida and Washington will be heard by the U. S. Supreme Court the second week in January. Briefs are now being prepared by ASCAP's attorneys, Schwartz & Frohlich and will be presented by Louis D. Frohlich. On Dec. 1 Justices Hicks, Taylor and Gore of the Federal Court in Knoxville, Tenn., awarded ASCAP a temporary injunction restraining the officers of that State from enforcing the provisions of the anti-ASCAP law passed in May, 1937, which is a duplicate of the Washington law.

LEON LEVY, director of CBS, disposed by gift of 370 Class B shares of CBS in November, leaving his holdings at 44,530 shares, the Securities & Exchange Commission announced. He holds 37,850 Class A shares, according to the SEC.

Tax-Free Supply Of Tunes Favored

Davis & Schwegler Proposal Said to Gain Approval

ENCOURAGING reaction to the free-music-for-radio plan of Davis & Schwegler, newly-formed music publishing organization in Los Angeles, was reported Dec. 1 by Carl Haverlin, general manager, after a swing around the country.

After calls on station executives and networks in the East and Midwest, Mr. Haverlin said the plan was being well received and that production of popular music numbers is being speeded. During the first month—November—approximately 60 tunes were published and the plan is to step this up to about 100 tunes per month.

To popularize the tunes, stations are given blanket releases on performances. The publishing concern would derive its revenue through sheet music sales at a standard price of 25c per number. Arrangements likewise are being made with retail outlets, such as drug stores, circulating libraries and mail order houses, for distribution.

Supply of Tunes Planned

The firm is a partnership of Kenneth C. Davis, Seattle attorney and former managing director of the Washington State Association of Broadcasters, and Paul Schwegler of Los Angeles. Mr. Haverlin, former commercial manager of KFI and KECA, recently joined the company as general manager with a minority interest.

The project envisages a supply of popular tunes, tax free to radio, with the thought that eventually the catalog can be used by the industry in connection with its bargaining on copyright royalties with ASCAP and other licensing groups. It is contended this popular supply, made up of the works of many composers who have been unable to crash ASCAP, would provide a necessary and desirable addition to public domain music in the event another crisis is reached. Mentioned particularly is the fact that current contracts of broadcasters with ASCAP expire at the end of 1940.

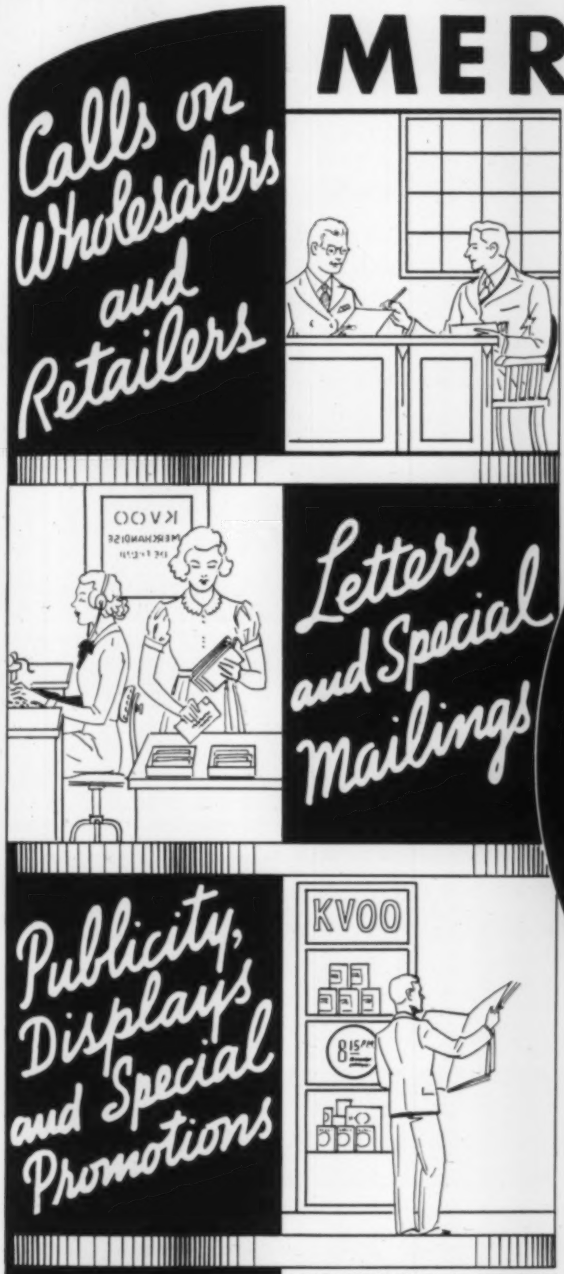
The original plan announced by Davis & Schwegler contemplated transcribing of the musical compositions and the granting of tax free privileges to stations which purchase its transcriptions. To date there has been no transcription production but Mr. Haverlin said it would start soon.

Sheet music thus far produced by the firm carries the label "public performance by any radio station is free of copyright tax on sheet music, records or transcriptions furnished by Davis & Schwegler." Mr. Haverlin said this also applies to special arrangements.

Music School on 25

CHARLIE COOK Corp., New York (music-by-ear school), on Jan. 2 will start quarter-hour transcribed programs five and six times weekly on a list of about 25 stations. Lessons in music are featured on the programs which have been on the air at different periods in the past few years. H. C. Morris & Co., New York, handles the account.

A Record in MAIL PULL and MERCHANDISING


Calls on Wholesalers and Retailers
KVOO MERCHANDISE
Letters and Special Mailings
Publicity, Displays and Special Promotions
KVOO
8:15 PM

One of America's biggest buyers of spot broadcasting included KVOO on a list of 55 leading stations, using a 15-minute daytime script show, five days weekly. An offer was made, requiring the mailing of a carton front. Here is what the agency Account Executive said about KVOO's merchandising activity and subsequent report:

> "I do not know when I have seen a more complete and comprehensive presentation of merchandising co-operation . . .
>
> ". . . in so proudly displaying your co-operative material, it was presented as a model of its kind.
>
> ". . . present returns on the offer show KVOO in third place on the basis of actual numerical returns. While your merchandising co-operation has always been excellent, perhaps this outstanding effort has something to do with the ranking."

This is but one of many letters from satisfied advertisers on KVOO. With the most power, the greatest audience and full-time service from both (choice of) N.B.C. networks, the logical buy in Oklahoma is KVOO, in Tulsa, the Oil Capital of the World.

EDWARD PETRY & COMPANY
REPRESENTATIVES

KVOO

25,000 WATTS
BOTH N. B. C. NETWORKS

TULSA

Churches Advised To Protect Radio

Fate of Totalitarian States Is Reviewed by Lenox Lohr

EVERY democratic principle in the United States would be lost if, as in totalitarian states of Europe, it were possible to regulate the press, suspend the right of free speech, suppress church activity and exercise complete domination of radio, Lenox R. Lohr, NBC president declared Dec. 7 in addressing the biennial meeting in Buffalo of the Federal Council of Churches of Christ in America.

The clergy of the United States are vitally concerned with preservation of the American system of broadcasting, he told the Council, reminding that broadcasting channels belong not to those who operate transmitters on them, not to the party in power, not to a strongly entrenched minority, but to the American people. "As you cherish those things which you hold sacred, so will you guard the freedom of the air," he said.

Religious Policy

Mr. Lohr reviewed the development of NBC's religious policy and explained that the network does not sell time to anyone to discuss religious matters. "If time were sold to one denomination, it would be to all," he said. "It takes little imagination to see that enough time to go around does not exist. Even if it did, we would be guilty of making available the powerful weapon of radio to those who had the most money with which to present their religious views. It is our policy instead, to provide time, without monetary recompense, to the three great types of religious faiths prevailing in America—the Protestants, the Jews, and the Catholics — as distinguished from individual churches, or small group movements.

"Again, believing in radio by the people, we turned to the most representative religious groups in the country to aid us in determining what religious programs are broadcast. All our regular Protestant programs are scheduled through the Federal Council of Churches; in the field of Catholicism, the National Council of Catholic Men acts in a like capacity, and, for the Jewish programs, the United Jewish Laymen's League."

Mr. Lohr mentioned that NBC declines to accept "several million dollars of legitimate business every year, in accounts that offer acceptable copy, advertising products approved by the Federal departments concerned, and welcomed by periodicals of the highest standing. It includes such items as certain medicines, personal hygiene articles, and distilled liquor. One such account, which would have run close to a million dollars, was offered recently by the maker of a well-known brand of whiskey. The potential client volunteered to put on a program of unquestionably high caliber, and without commercial announcement, except, 'Sponsored by Blank Distillery,' as required by law. We refused it.

"As a protection to the public, a number of products ranging in nature from reducing agents to firecrackers are denied time."

$100 IS SPURNED

Frisco Agency Men Unable To Supply Data

WILLIAM RYAN, sales manager of KGO and KPO San Francisco, offered a check for $100 to the first advertising manager or agency account executive who could give him the actual circulation figures of any of his newspaper advertisements, in addressing the San Francisco Advertising Club.

The check, which was unclaimed, represented joint contributions by Ryan; Ralph Brunton, manager of KJBS; Ward Ingrim, sales manager of KFRC, and Henry Jackson, northern California sales manager of CBS. The speaker took to task agency men who demand net circulation figures from radio salesmen, while accepting gross figures from other media. He insisted that, until other media could provide net circulation, agencies and advertisers in buying should use the average audience day or night compared with cost, as a basis for comparing individual station circulation with selected newspapers or outdoor advertising circulation.

New WMRO Starting

SCHEDULED to go on the air about Dec. 15, the new WMRO, Aurora, Ill., has been completing its staff. Operating with 250 watts daytime on 1250 kc., the station is managed by Martin R. O'Brien, the licensee, who is public administrator of Kane County and a member of the county board of supervisors. Program director is Russ Salter, formerly with WROK, Rockford; WHBL, Sheboygan, Wis., and WIBU, Poynette, Wis. Charles Hunter, formerly of WCAZ, Carthage, Ill., has been named announcer and continuity writer, as has Robert Diller. The station is RCA equipped throughout, with a 209-foot Harral radiator.

THE proposed deal for the sale of WFOR, Hattiesburg, Miss., for which application for transfer of ownership to Miles A. Metzger, of WJRD, Tuscaloosa, Ala., was filed with the FCC, has been called off, according to Mr. Metzger. WFOR will continue operating under the ownership and management of C. J. Wright.

Missouri Shown

WHEN KWOC, Poplar Bluff, Mo., went on the air May 21, 1938, the local daily paper completely ignored everything about the station, programs, dedication ceremonies and all, despite the presence of prominent State officials. And when the paper refused also to print program schedules, Manager Randall Jessee hired a local print shop to print and distribute the program listings each week. The demand grew rapidly, and the printer, one Martin Byrnes, decided to sell ads around the schedules and distribute them at no cost to KWOC. The idea expanded further by leaps and bounds, and now Poplar Bluff has a prospering new twice-weekly newspaper, *Butler County News*, with KWOC program schedules featured in every issue.

New Stations in Canada

TWO NEW stations have been authorized in Canada, according to Walter A. Rush, controller of radio, Department of Transport, Ottawa. One will be built in Rouyn, Quebec mining town, where La Cie de Radiodiffusion Rouyn-Noranda Ltee. has been authorized to build a 100-watt station to operate on 1370 kc. with call letters CKRN. The other is in Halifax, Nova Scotia, where the Chronicle Co. Ltd., a newspaper, will operate a 1,000-watt station on 1290 kc. Call letters have not yet been assigned the Halifax station. CHLT, Sherbrooke, Que., has been authorized to go from 100 watts to 250 watts on 1210 kc.

New WORC Manager

MILDRED STANTON

TO THE RANKS of the few women managers of broadcasting stations in the United States, A. F. Kleindienst, owner and operator of WORC, Worcester, Mass., has designated Miss Mildred Stanton, who has been with WORC since 1929. She succeeds E. E. (Ted) Hill, who on Dec. 1 became manager of WTAG in the same city. During the last nine years she has been secretary to Mr. Kleindienst and assistant to Mr. Hill. At the same time the appointment of Wilbur P. Davis, former insurance man, as commercial manager was announced. He succeeds the late Walter R. Moran.

CORN BELT HOOKUP USES 11 STATIONS

PAXTON & GALLAGHER, Omaha, is sponsoring *Coffee Pot Inn* as a Corn Belt Wireless early morning feature daily on 11 Midwest stations for Butternut Coffee. The program, originating at WHO, Des Moines, is also picked up off the air weekdays, 8-8:15 a. m., by KMA, Shenandoah; WOW, Omaha; KFAB, Lincoln; KMMJ, Clay Center, Neb.; WREN, Lawrence, Kan.; KFBI, Abilene; WNAX, Yankton; KFYR, Bismarck; WDAY, Fargo, and KSTP, St. Paul.

The show features the comedy team, McNutt & McNutt, played by Cliff Carl and Shari Morning, and the singing of Kay "Sugar" Neal, supported by the Four Aces, directed by Don Hovey. Other members of the troupe include Charles Pray, Marion Prescott and Bob Starr. Continuity centers around the antics of Filbert McNutt, "a sourpuss with a voice that makes a rasp sound like a mocking bird", and Hazel McNutt, "dizzy, but with a naturally romantic nature" where her partner is concerned.

Sales Managers' Group Plans Promotion Drive

PROMOTION of broadcast advertising to other industries was the center of discussion at the NAB Sales Managers' Committee meeting Dec. 2 at Chicago's Palmer House. Plans were formulated to send speakers from the radio industry to national and sectional conventions of other industries, such as the National Retail Dry Goods Convention. Plans for explaining and selling the broadcasting industry will include talks on the value of radio advertising by advertising managers of prominent radio sponsors, speaking at national and regional conventions.

Ed Kirby, NAB director of public relations, discussed NAB publicity activities with the committee and pledged complete NAB support of the plans to publicize the broadcasting industry. In addition to Chairman Craig Lawrence, sales manager of the Iowa Broadcasting System, and Mr. Kirby, the following committee members were in attendance: Ellis Atteberry, KCKN; Charles Phillips, WFBL; Jack Gross, KEHE; Ed Flanagan, WSPD; Wm. Cline, WLS; Maurice Coleman, WATL; Harben Daniel, WSM; Charles Caley, WMBD; Ken Church, KMOX.

Preparation of a visual sales presentation of radio as an advertising medium also was agreed upon and will be undertaken by the NAB. A continuous study of radio advertising, including development of trade studies under Paul Peter, director of research, likewise was discussed. Mr. Peter already has undertaken a survey of the department store field to procure information requested by NRDGA.

Lombard for Kellogg

KELLOGG Co., Battle Creek, Mich., (corn flakes), will build its new one-hour Sunday show starting Jan. 15 on NBC-Red around Carole Lombard, film actress. This is the first time J. Walter Thompson Co., agency servicing the account, has attempted to build a radio program around a feminine picture personality. Titled *Kellogg Hour*, the program will be heard Sundays, 10-11 p. m. (EST). Nature of the series has not been disclosed other than it will be a "new idea in radio". Signing of Miss Lombard is expected to facilitate booking of additional talent on a weekly budget that will equal if not exceed that of the NBC *Chase & Sanborn Hour*, sponsored by Standard Brands. It is understood Bobby Dolan has the Kellogg Hour musical assignment. Tony Stanford is to produce, with George Faulkner heading the writing staff.

Would Sell WMFO

JAMES F. DOSS Jr., owner and operator of WMFO, Decatur, Ala., has applied to the FCC for authority to transfer ownership of that 100-watt daytime station to Tennessee Valley Broadcasting Co. Inc. Stockholders of the corporation are listed as Clarence Calhoun Jr., Atlanta, 40%; Ted R. Woodard, WMFO manager, 32%, and Mutual Savings Life Insurance Co., 26%. The purchase price was not divulged.

WTAR, Norfolk, on Dec. 5 was authorized by the FCC to increase its day power from 1,000 to 5,000 watts and install new equipment.

OR CHRISTMAS
BROADCASTING
Broadcast Advertising
Who DISCOVERED
Cover
BROADCASTING 1939 YEAR BOOK NUMBER
8 MILLION
WHO
KLZ
ORDER NOW

SEND BROADCASTING *FOR ONE YEAR AS A CHRISTMAS GIFT*

To
Name
Address

Firm Title

To
Name
Address

Firm Title

To
Name
Address

Firm Title

To
Name
Address

Firm Title

BR

Take them in any order you please—
Only NBC Blue Offers All These!

Choice
OF BEST TIME TO BROADCAST
—NBC BLUE

High Percent
OF REGULAR LISTENERS
—NBC BLUE

Lowest Cost
PER LISTENING FAMILY OFFERED BY ANY NETWORK*
—NBC BLUE

*To provide a wider opportunity for advertisers who want national coverage, the NBC Blue has set up an economy discount schedule. You can now buy the splendid Basic Blue Network plus valuable supplementaries, at rates that permit coast-to-coast coverage for very little more than the cost of the Basic alone. Our nearest NBC office will be glad to give you the whole story. *Better Buy Blue!*

NBC *Blue* NETWORK
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

Sponsors Signing For Facilities at Golden Gate Fair

Extensive Studios Included in $400,000 Radio Building

By ARTHUR LINKLETTER

Radio and Public Address Manager 1939 Golden Gate Intl. Exposition

BY bringing their commercial programs within full view of thousands of persons, both national and regional air advertisers will materially benefit when the $400,000 broadcasting center is thrown open Feb. 18, 1939, at the Golden Gate International Exposition in San Francisco Bay.

At this early date scores of radio advertisers are sending requests for time assignments from the Exposition studios. With Hollywood only a two-hour plane trip from the fair, many agencies and advertisers are now mapping plans for the presentation of a number of ace broadcasts.

Work on the radio and auditorium building at Treasure Island began in September. Construction and installation schedules call for completion of all studio and technical work by Feb. 1. The plans provide for four studios, one of which will have an indoor audience area capable of seating 3,000 people. The other three will face a central plaza where audiences may watch through shadowless, soundproofed, double-glass windows, From 300 to 500 persons will be comfortably accommodated before each of these studios and microphone placements are being worked out so that audience-reaction may be secured even though performers and audiences are separated by sound-proof walls.

Visible Control Room

The master-control room also will be visible through glass walls and from this master panel 15 remote control lines will radiate. The use of these lines, as well as the central studios and equipment will be provided broadcasters free of charge, with both sustaining and commercial shows welcome. The 11 stations in the San Francisco Bay area are planning to make full use of these new facilities.

With 20,000,000 visitors expected during the 288-day run, radio will be given a tremendous visual boost through the presentation of programs before the people who have never had an opportunity to view productions of any kind. Several times each day we will schedule programs which will not be broadcast, but which will be devised to present the story of broadcasting. Programs will be cast, rehearsed, and produced with occasional audience participation permitted. Talks will be given and sound-effect plays presented.

More than 8,000 programs will be produced. These include sponsored programs brought to Treasure Island by agencies, sustaining broadcasts moved to the fair by networks and stations and programs picked up around the grounds from remote control points in exhibitor's pavilions or concessionaire spots. The Exposition itself is expected to budget a million dollars for music and much of this will be broadcast from the music shells and auditoriums throughout the fair.

The exposition guarantees to operate these facilities and studios with a technical and programming staff. Writers, producers, announcers, monitor men and staff talent will be gathered. A Radio Advisory Committee, composed of NBC, CBS, MBS and independent station representatives, will rule on all policies, production standards and personnel. It will pass on technical equipment and approve suggestions for all Exposition broadcasts.

Eighteen sponsors are contemplating shows built directly around Exposition vehicles, either before or during the fair and many of the national exhibitors signed up for space on Treasure Island are contemplating radio programs which will be produced at their own displays.

Mars Suit Moved

SUIT filed by Sara E. Collins, Hollywood actress, against CBS for nervous shock she assertedly suffered as result of the Oct. 30 broadcast, *War of the Worlds*, has been transferred to U. S. District Court. Originally filed in Los Angeles Superior Court, the action, in which Miss Collins seeks $50,000 damages, was termed a controversy between residents of different States after CBS had contended it was a New York firm. Superior Judge Jesse E. Stephens granted motion for transfer of the suit to U. S. District Court.

CBS Publishes Report On European Programs

"HERE, as the world heard it hour by hour, for 20 crucial days, is the sound of Europe tearing up its maps," says CBS on the first page of *Crisis—a report of the Columbia Broadcasting System*. The cover of this 175-page volume is a map of middle Europe; its contents are significant excerpts of the CBS broadcasts during the month of September, day by day and hour by hour, when America sat at its radios listening to Europe teetering on the brink of war.

Profusely illustrated with photographs of persons and places prominent in the news, and containing at the end a ten-page time table of the more than 400 speeches, commentaries, reports and news bulletins broadcast by CBS, this volume is a worthy successor to *Vienna, March 1938* and, as CBS points out, "a permanent record of what radio is doing today to keep a democratic people accurately and fully informed on matters of vital concern to them."

WNOX Interference

WNOX, Knoxville, on Dec. 5 was authorized by the FCC to increase its night power to 5,000 watts for 30 days to overcome interference from CMQ, Havana. The action paralleled that of Nov. 28 when WHN, New York, also operating on the 1010 kc. channel, was given a similar temporary grant. [BROADCASTING, Dec. 1.]

MBS, NBC and CBS will broadcast the speeches by President Roosevelt and Postmaster-General Farley before the annual Jackson Day Dinner of the Democratic Party Jan. 7 at the Mayflower Hotel, Washington.

ALL'S WELLES THAT Ends Well, and FCC Drops the Mars Incident

ANOTHER wild chapter in recent radio program history was ended Dec. 5 by the FCC in dismissing without action complaints received about the Orson Welles *War of the Worlds* dramatization of Oct. 30 over CBS.

The FCC announced that in its judgment steps taken by CBS since the broadcast "are sufficient to protect the public interest". Accordingly, it added, complaints received "will not be taken into account in considering the renewals of licenses of stations which carried the broadcast."

The Commission brought out that 372 protests against the broadcast had been received, along with 255 letters and petitions favoring it.

In its press release, the Commission stated that while it is regrettable that the broadcast alarmed "a substantial number of people", there appeared to be no likelihood of a repetition of the incident and no occasion for action by it.

The Commission said it had the statement of W. B. Lewis, CBS program vice-president, expressing regret that some listeners "mistook fantasy for fact" and adding: "In order that this may not happen again, the program department hereafter will not use the technique of a simulated news broadcast within a dramatization when the circumstances of the broadcast could cause immediate alarm to numbers of listeners."

SPONSORED by Elliott Roosevelt, president of Texas State Network, was a recent goodwill tour of cities where the network's stations are located. Called the "Texas State Network — Gail Northe Goodwill Flight," the tour included 22 cities. It was under direction of Gail Northe, TSN director of women's activities. Local officials in each city were greeted. The tour consumed 17 flying hours in a Gulf Oil Corp. plane, piloted by Buck Rowe. Orchids were presented mayors. In photo the reception at Houston is shown. Left to right are Mayor Fonville; Miss Northe; Manager Smith of Metropolitan Theatre; Tilford Jones, of KXYZ, Houston. Also on the tour were Truett Kimsey, TSN chief engineer, and Miss Polly Smith, photographer.

Broadcast Series For World's Fair

Globe Girdling Broadcasts to Feature Sunday Promotion

TO HERALD the opening of the New York World's Fair April 30, 1939, the Fair has arranged with 17 foreign countries for a series of world-encircling broadcasts titled *Salute of Nations* to be heard Sundays, 1:30-2 p. m. (EST), from Jan. 1 to April 23.

The programs will be relayed throughout the United States by CBS, NBC and MBS, and on around the world via shortwave stations, with CBC covering Canadian territory. Fourteen European nations, in addition to Canada, Brazil and Japan, are scheduled to take part in the broadcast series, which will consist of music typical of the country and addresses by such prominent speakers as kings, queens, presidents or noted statesmen of each nation.

French President to Speak

President Albert LeBrun of France is speaker on the initial program on New Year's Day. The series will close April 23 with an elaborate broadcast from Great Britain, including a speech by Sir Louis Beale, Commissioner General to the Fair. Other speakers on the programs include King Christian X of Denmark, Queen Wilhelmina of the Netherlands, King Gustav V of Sweden, and Emperor Victor Emmanuel III of Italy. On April 30, during the ceremonies marking the opening of the Fair, responses by American statesmen and Fair officials will be broadcast to all 62 nations participating in the exposition.

The three networks, CBS, NBC and MBS, will broadcast the *Dawn of a New Day* program arranged by the Fair to greet the New Year. Local plans in each of the 48 States will be handled by Fair Committees who make such arrangements at midnight on New Year's Eve as the flashing of electric signs symbolizing the trylon and perisphere of the Fair, and the broadcasting of the Fair's theme song, "Dawn of a New Day" by the late George Gershwin.

On New Year's morning a special religious program will be broadcast from Radio City Music Hall, New York. Two New York stations have arranged preview broadcasts of the Fair. WMCA is carrying a series, also entitled *Dawn of a New Day*, which presents a group of speakers outlining the activities to be carried on New Year's Eve, and WNYC has been taking its listeners on *World's Fair Preview* tours around the grounds of the Fair describing the exhibits under construction and interviewing engineers and workers.

In addition to providing a tremendous impetus to world-wide broadcasting, the Fair will also introduce television to the public. RCA and NBC will place home receiving sets on the market, CBS is installing a television studio in the Chrysler Building's tower, and, in the General Electric Building at the exposition, a studio will be equipped with television receivers, camera and transmitting apparatus available for the reception of all television programs during the World's Fair.

EVERY YEAR A RECORD!

Every year of this Company's existence has set a new record—a record in service to the stations which avail themselves of our recorded program service as well as a record in achievement for ourselves.

When radio stations for four successive years, or three, or even two years continuously have used our service, there can be but one reason. These stations get from us, year in and year out, the recorded programs they want, their audiences want, and their local sponsors want, at prices that return them dividends.

We originally offered our recorded library to broadcasters in August, 1935. Every year since has established a new record with us, and the record shown below is evidence of satisfaction on the part of our subscribers. Look these records over!

FOURTH YEAR SUBSCRIBERS ✠ ✠ ✠ ✠

KFWB	Los Angeles
WNAC	Boston
WAAB	Boston
WEAN	Providence
WHEC	Rochester
WICC	Bridgeport
WGR	Buffalo
WKBW	Buffalo
WXYZ	Detroit

THIRD YEAR SUBSCRIBERS ✠ ✠ ✠

KEHE	Los Angeles
KFH	Wichita
KGMB	Honolulu
KLZ	Denver
KMOX	St. Louis
KSL	Salt Lake City
KTSA	San Antonio
KVOD	Denver
WBNS	Columbus
WCPO	Cincinnati
WFIL	Philadelphia
WINS	New York City
WJBK	Detroit
WMAS	Springfield
WLW-WSAI	Cincinnati
WTCN	Minneapolis
WTHT	Hartford
WTMV	East St. Louis

SECOND YEAR SUBSCRIBERS ✠ ✠

KGFJ	Los Angeles
KNX	Los Angeles
KOIN	Portland
KALE	Portland
KYA	San Francisco
WADC	Akron
WATL	Atlanta
WAPI	Birmingham
WFAM-WSBT	South Bend
WHBU	Anderson
WHN	New York City
WIND	Gary
WIOD	Miami
WKAT	Miami Beach
WMPS	Memphis
WNOX	Knoxville
WOL	Washington
WOOD-WASH	Grand Rapids
WRNL	Richmond
2 UW	Sydney
3 DB	Melbourne
5 AD	Adelaide
6 IX	Perth
4 BK	Brisbane

FIRST YEAR SUBSCRIBERS ✠

KARM	Fresno
KFYR	Bismarck
KOCY	Oklahoma City
KROC	Rochester
KXOK	St. Louis
KYSM	Mankato
WABC	New York City
WBBM	Chicago
WBZ-WBZA	Boston
WCHV	Charlottesville
WFBM	Indianapolis
WFBR	Baltimore
WGAN	Portland
WGTM	Wilson
WGRC	New Albany
WHAS	Louisville
WHB	Kansas City
WHIP-WWAE	Hammond
WHDL	Olean
WICA	Ashtabula
WJMS	Ironwood
WJTN	Jamestown
WKOK	Sunbury
WLLH	Lowell
WMBC	Detroit
WMFJ	Daytona Beach
WNAX	Yankton
WNBX	Springfield
WNEW	New York City
WOC	Davenport
WOKO	Albany
WABY	Albany
WPIC	Sharon
WRAK	Williamsport
WSJS	Winston-Salem
WSYR	Syracuse
WTNJ	Trenton
WTOL	Toledo
W8XWJ	Detroit

What's Your Record?

The Aristocrat of the Turntable

ASSOCIATED
RECORDED PROGRAM
Service

ASSOCIATED MUSIC PUBLISHERS, INC., 25 WEST 45th STREET, NEW YORK CITY

All-

DON LEE

KID SHOWS

Top all other

KID SHOWS

on the

PACIFIC COAST

ACCORDING TO FACTS CONSOLIDATED

DON LEE

BROADCASTING SYSTEM

THE NATION'S GREATEST REGIONAL NETWORK

Lewis Allen Weiss . . . Vice President & General Mgr.

1076 West Seventh Street Los Angeles, California

AFFILIATED WITH
MUTUAL

REPRESENTED BY
JOHN BLAIR & CO.

Remote From Iceland

CJRC, Winnipeg, completed what is believed to be the longest remote broadcast by an independent station when on Dec. 1 it conducted and carried a 15-minute program from Reykjavik, Iceland, 7,000 miles away. The Icelandic remote was a portion of the 45-minute program arranged by CJRC to celebrate the anniversary of Iceland's sovereignty and to salute Winnipeg's community of 8,000 Icelanders, largest outside of Reykjavik itself. TFJ, Reykjavik was the Icelandic originating point. CJRC fed the broadcast to CJRM, Regina; CJGX, Yorkton; CJRO and CJRX, Winnipeg. Transcriptions made by CJRC were carried the same day over other Canadian stations.

Round - the - Clock Basis Is Inaugurated by WIP

WIP, Philadelphia, on Dec. 5 became Philadelphia's first round-the-clock station and one of the half-dozen in the country operating on a 24-hour basis. Henceforth, it was stated, WIP will never go off the air, with the exception of Monday mornings from 1 to 7 a. m. for routine inspection, repair and tests.

The block of time from 1 to 7 each morning will be filled by the *Dawn Patrol*, a six-hour program of music, news, weather reports and other information, handled by Fred Wood, announcer. Benedict Gimbel Jr., WIP president, said he felt this service would be welcomed by the Philadelphia audience. Mail and telegraph count for the initial week was far above expectations. Telephone calls are discouraged and no phones are answered. The 6:45-7 a. m. block already has been sold as a news period to North American Accident Insurance Co., across the board. It features Transradio News.

New Wheatena Series

WHEATENA Corp., Rahway, N. J., is dropping its *Dad & Junior* program on MBS and replacing it with a children's program of songs and stories by Dorothy Gordon as of Dec. 16. Miss Gordon is well known in the field of juvenile radio entertainment, her *Children's Corner* series on CBS having been awarded leading honors in this type of radio program by the Women's National Radio Committee. Series, broadcast three times weekly at 5:45 p. m. on 11 Mutual stations in the interest of Wheatena cereal, is Miss Gordon's first commercial program. Wheatena agency is Rohrabaugh & Gibson Adv. Agency, Philadelphia.

Insurance Tests

INSURANCE Information Service, Chicago (reclaiming lapsed policies), has started a test campaign of daily spot announcements on CKLW WWVA KMMJ WNAX with plans for expansion after Jan. 1. First United Broadcasters, Chicago, has the account.

THIS trophy was presented to Tom Manning (left), sports announcer of WTAM, Cleveland, who won the *Sporting News* trophy as outstanding baseball announcer of 1938. Manning has covered World Series games since 1929 and All-Star games since their inception.

Press Gallery Showdown Sought by Fulton Lewis

A SHOWDOWN on radio's right to be represented in the press galleries of Congress is expected when the new Congress convenes Jan. 3 as a result of a letter addressed to the Standing Committee of Newspaper Correspondents, which is judge of the membership, by Fulton Lewis Jr., MBS Washington commentator.

Although both CBS and Transradio in the past have been refused membership, Mr. Lewis asserts that he will demand either that he be admitted to the galleries or that equivalent facilities be made available to him and to other radio reporters. He stated he gathers his own news, that it is transmitted via wires and that radio has taken its place along with the press as a news medium.

If the correspondents' committee turns him down, Mr. Lewis intends carrying his demand to the House Rules Committee.

Texaco Makes Changes

TEXAS Co., New York (gasoline), having renewed the CBS *Texaco Star Theatre* for a second 13 weeks effective Jan. 4, will sever alliance with Max Reinhardt Workshop, Hollywood theatrical school, following broadcast of Dec. 28. Reinhardt is in New York directing "The Merchant of Yonkers", a Thornton Wilder stage show, it was stated. Frances Langford will replace Jane Froman, vocalist. John Barrymore, film actor and master-of-ceremonies on the program since Nov. 23, is expected to withdraw when a suitable successor is found. Bill Bacher continues as producer. Agency is Buchanan & Co., New York.

Royal Lace to Place

ROYAL LACE Paper Works, Brooklyn, N. Y. (Roylies, lace doilies), will start a five-minute transcription campaign shortly after the first of the year, discs to be heard one, two or three times weekly on a list of about 15 stations. Agency is Lawrence C. Gumbinner, New York.

TRANSRADIO news announcers on WOR, Newark, are checked before each news broadcast for alien accents and mispronunciations by Dr. Charles Earle Funk, noted lexicographer, who also conducts his own weekly MBS program, *Say It With Words*.

*
KRGV
KFYO
KGNC
RECORDS
MORE DATA
MAIL RETURNS
PROGRAM PREFERENCE
ANALYSIS
COVERAGE
SALES
MARKET DATA

Figure Any Way You Will

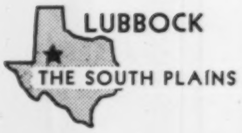
*** SHE'S GOT IT!**

TO COVER TEXAS YOU MUST USE

KGNC

AMARILLO
THE PANHANDLE

KFYO


LUBBOCK
THE SOUTH PLAINS

KRGV

TEXAS 4TH CITY
LOWER VALLEY GRANDE

Consider all the angles. Analyze coverage maps, sales records, mail returns . . . check up on station and program preferences and efficiency of merchandising services. You just can't get around the fact that the two geographically isolated Texas markets dominated by KGNC, KFYO and KRGV constitute almost one-third of the area of the state, one-sixth of the population and one-fifth of the purchasing power!

HOWARD H. WILSON CO., REPRESENTATIVE, KANSAS CITY • CHICAGO • NEW YORK

Scophony Video System Explained to the FCC

THE "large screen" television designs of Scophony Ltd., English television organization, were outlined to officials of the FCC Dec. 7 by Sol Sagall, president of Scophony. Escorted by John H. Payne, chief of the Electrical Division, Department of Commerce, Mr. Sagall conferred with Commission engineers and also paid courtesy calls on Chairman McNinch and Commissioner Craven. He outlined plans for large screen projection of television and left descriptive and photographic material with the Commission [BROADCASTING, Nov. 15].

With Lieut. E. K. Jett, FCC chief engineer, Andrew D. Ring, assistant chief engineer for broadcasting, and other members of the engineering staff, Mr. Sagall described the manner in which his novel system of television projection on a large screen would function. He plans to return to this country in January with an engineer and hopes to form an American company. He discussed exchange of information with respect to television and brought out that his system is sufficiently flexible to function as a part of American visual radio at its present stage of development.

Ovaltine Spots

WANDER Co., Chicago (Ovaltine), on Jan. 2 will start a new national campaign of spot announcements varying from three to five weekly on about 30 stations including KSFO WJAR WWJ KOIN KPRC. The *Orphan Annie* series on NBC-Red has been dropped from KHBC-KGMB KDYL WLW WOR and added to WSAI. Blackett-Sample-Hummert, Chicago, is agency.

THE Radio Manufacturers Association will hold its annual convention and National Parts Show at the Stevens Hotel in Chicago June 13-14.

Firestone's Decade

LENOX R. LOHR, president of NBC, on Dec. 5 gave a speech extending NBC's greetings to the Firestone Tire & Rubber Co., Akron, on the *Voice of Firestone* Tenth Anniversary program, and Harvey S. Firestone Jr. gave a brief response address. The program has been heard on NBC, Monday evenings, 8:30-9 p. m., throughout its ten years since the first broadcast on Dec. 3, 1928. Account is handled by Sweeney & James Co., Cleveland.

CHICAGO Junior League members are attending weekly radio classes under direction of Robert N. Brown, program director of WBBM, that city. Girls are used as talent on the WBBM series, *Your Neighbor & Mine*, under auspices of the Chicago Council of Social Agencies.

Map Infringement Suits May Follow Roundup of Promotional Campaigns

FEELINGS akin to those of the fabled youth who hung up his stocking on Christmas Eve with visions of the candy and toys he would find the following morning and awoke to discover it full of switches are being experienced by the broadcasters who sent coverage maps and other data in response to a request from Mr. Lewis M. Andrews with expectations of orders and only later found out that Mr. Andrews is head of the American Map Co. and that the return for their trouble may be requests for damages for alleged infringements on the copyrighted maps of his company.

Denying that he had any intention of securing incriminating evidence from unwary broadcasters when he sent his requests on stationery bearing only his home address, Mr. Andrews told BROADCASTING he was collecting the information for a client who wanted a national coverage map showing the extent of overlapping coverage of neighboring stations. Since he wrote to 652 stations, he explained, he did not want this mass of return mail coming to his office with his regular business correspondence and for that reason only used his home address. He was utterly amazed, he said, when he found that a considerable percentage of the 490 maps received had been reproduced from the copyrighted maps of map makers, 32 of them being "pirated" from his own company and in every instance with the copyright notice removed.

Stating that the American Map Co. issued the first radio map ever made, some 15 years ago, and that making coverage maps for networks and stations constitutes a substantial part of his business, Mr. Andrews said that he has no desire to be vindictive but that he cannot overlook such wholesale infringement without being unfair to his other radio clients as well as to himself. He took from his files some 40 maps which his company has prepared for CBS and stations in all parts of the country in evidence of the extent of this business. The 32 alleged infringements have been placed in the hands of his attorneys, Mattuck & Mattuck, he said.

Dodge Spots on 50

DODGE BROTHERS Corp., Detroit, on Dec. 5 started a campaign of 18 spot announcements weekly through December using close to 50 stations to promote the new Dodge autos. Ruthrauff & Ryan, New York, handles the account.

MERRY XMAS

and a prosperous

NEW YEAR

from the

ARKANSAS
TEXAS
LOUISIANA
SHREVEPORT
TALCO
RODESSA
CADDO
JAMESTOWN
EAST TEXAS FIELD
HOLLY
E. CARTHAGE
NACOGDOCHES
LISBON

of the

WORLD'S GREATEST OIL AND GAS AREA

KWKH
10,000 WATTS CBS

REPRESENTED BY THE BRANHAM CO.

KTBS
1,000 WATTS NBC

SHREVEPORT • LA •

WALTER BIDDICK COMPANY

RADIO STATION REPRESENTATIVES

LOS ANGELES
SAN FRANCISCO
SEATTLE

1939 will be a year for
SHOWMANSHIP
Season's Greetings

Two World's Fairs . . . biggest shows on earth . . . are keying people's minds to a faster tempo for 1939. In the progressive Salt Lake market area (population more than 750,000) people have long shown appreciation for KDYL's lively local showmanship and NBC-Red network presentations. Now—with greater power and improved facilities, KDYL offers alert advertisers a place in the parade to greater sales volume for 1939 and the years ahead.

KDYL

SALT LAKE CITY
THE popular STATION

NBC
RED
NETWORK

***Representatives:* JOHN BLAIR & COMPANY**
Chicago • New York • Detroit • San Francisco • Los Angeles • Seattle

MEN ARE BETTER
In Women's Program, WAAW Has Decided

MALE announcers click better on women's programs than women themselves, according to WAAW, Omaha, which several weeks ago switched *Classified Page of the Air* from a girl announcer to Bert Smith. Subsequently mail response for the show, a daily participating program of exclusively feminine appeal, has jumped about 600% and WAAW has a waiting list of sponsors anxious to participate.

Classified Page specializes in commercials too small for regular sponsorship, along with free help wanted, job wanted and swap notes.

STANBACK MEDICINE Co., Salisbury, N. C. (cold remedy), has renewed spot announcement contracts on WIOD, Miami, WPRO, Providence and WFBC, Greenville, S. C., through J. Carson Brantley, Salisbury. The agency has also placed spots on WBT, Charlotte, for the A.&O. Co., New Bern, N. C. (cold remedy).

AT&T Asks Rejection of Walker Report And Change of Communications Law

REJECTION of the so-called Walker Report on the FCC investigation of the AT&T which, among other things, recommended that the Communications Act of 1934 be amended to prohibit "discrimination" in charges for telephone lines used for broadcasting or incidental broadcast uses, was asked by the AT&T in a 280-page brief filed with the FCC Dec. 5.

The brief attacked the report as "ex-parte" and "distorted" and asked the Commission to reject it as the basis for its proposed final report to Congress, which ordered the inquiry. Approximately $1,500,000 was expended on the AT&T investigation. Paul A. Walker, FCC member, was chairman of the former Telephone Division, which conducted the inquiry and submitted the report.

Commissioner Walker in his report had concluded the Bell System "has a virtual monopoly in the furnishing of wire facilities to broadcasting stations and chains." The brief took issue with practically every conclusion stated by the Commissioner in connection with broadcasting. Commissioner Walker had suggested a 25% rate reduction as desirable throughout the Bell System.

AT&T Achievements

Among claims made by AT&T in its brief of concrete achievement in the public interest was revision of its wire service charges to radio stations, which it said effected reductions in charges approximating $530,000 per year and which removed "certain discriminations". These changes were made in September, 1936, by AT&T and also were adopted by associated companies during ensuing months. This action was taken entirely independent of the investigation, it was said, and the changes made in rates were not proposed by or discussed with Commission representatives in advance of the filing of the tariffs. "Here again", said the brief, "the Walker Report makes a wholly unwarranted claim to credit for something which took place during the period of the investigation but which came in the normal course of business. The 'investigation' played no part in it."

An entire chapter of the brief was devoted to an answer to that portion of the Walker Report relating to broadcasting. This phase of the Report, the brief said, "continues the process of indictment and conviction by implication and innuendo employed in the investigators' report." Also attacked were "inaccurate factual material and unwarranted conclusions and implications."

The brief stated the Walker Report is correct in including the existence of the Bell System's "extensive wire networks" as one of the reasons the System has attained its present position in program transmission. In fact, it added, the existence and availability of this network when broadcasting came upon the scene, was the fundamental cause of the ultimate result. It is probably true, it added, that without the use of the Bell System's facilities, "radio broadcasting, as we know it today, would be impossible."

AT&T denied that it had sought to obtain a monopoly in furnishing wire facilities but on the contrary stated it had sought only to provide adequate service for broadcasting development and in so doing it took steps to see that its existing patent rights should not be prejudiced.

Referring to the Walker Report charge of discriminatory practices, particularly relating to the prohibition against interconnection between Bell and non-Bell facilities, the brief stated there were a few scattered instances in which difficult situations have been created through the insistence of a broadcasting station on connecting facilities with non-Bell outlets. In no case has it been shown or suggested, it was contended, that it has been the policy or purpose of Bell System companies to favor one broadcasting station over its competitors, or that action was taken in any way in conflict with public interest.

"There is no foundation in the record or in fact for the implication that the policies and practices of the Bell System have in the past retarded the development and expansion in the public interest of this type of communication or will tend to do so in the future," the broadcast section of the brief concluded. "On the contrary, the Bell System has contributed very materially to the development and expansion of radio broadcasting by providing a comprehensive network system, by keeping abreast of the technical requirements of broadcasting stations and by serving them promptly and efficiently at reasonable charges."

KTUL Goes to 5 Kw.

WITH little ballyhoo KTUL, Tulsa, went up to 5,000 watts Dec. 7. William C. Gillespie, vice-president, made the official opening announcement at 8:30 a. m. and Chief Engineer Nate Wilcox spoke from the new transmitter. A 10-second silence marked the boosting of power. The new 5 kw. transmitter, first of the Western Electric Doherty type to be installed, is located on a 20-acre site 7½ miles north of Tulsa.

Season's Greetings
from us folks to you folks
BEN LUDY, TOPEKA
W.B. FLOWERS SAN FRANCISCO
MARION BEATTY TOPEKA
W.L. McKEE New York
E.J. McKERNAN DETROIT
FRANK KORAB TOPEKA
FELIX MORRIS Chicago
DEAN BAILEY New York

BEN LUDY, *Manager*

Represented by

CAPPER PUBLICATIONS, INC.

New York—Detroit—Chicago—Kansas City, Mo.—San Francisco

WIBW *"The Voice of Kansas"*

BE TOPS

You're a HEADLINE ATTRACTION when you keep company with THE TOPS IN RADIO!

Place your sales message on the station with the public's favorite stars . . . the leading NBC-KFI personalities who help you sell the top buying audience in the billion dollar third major market.

Earle C. Anthony, Inc
KFI • LOS ANGELES • KECA

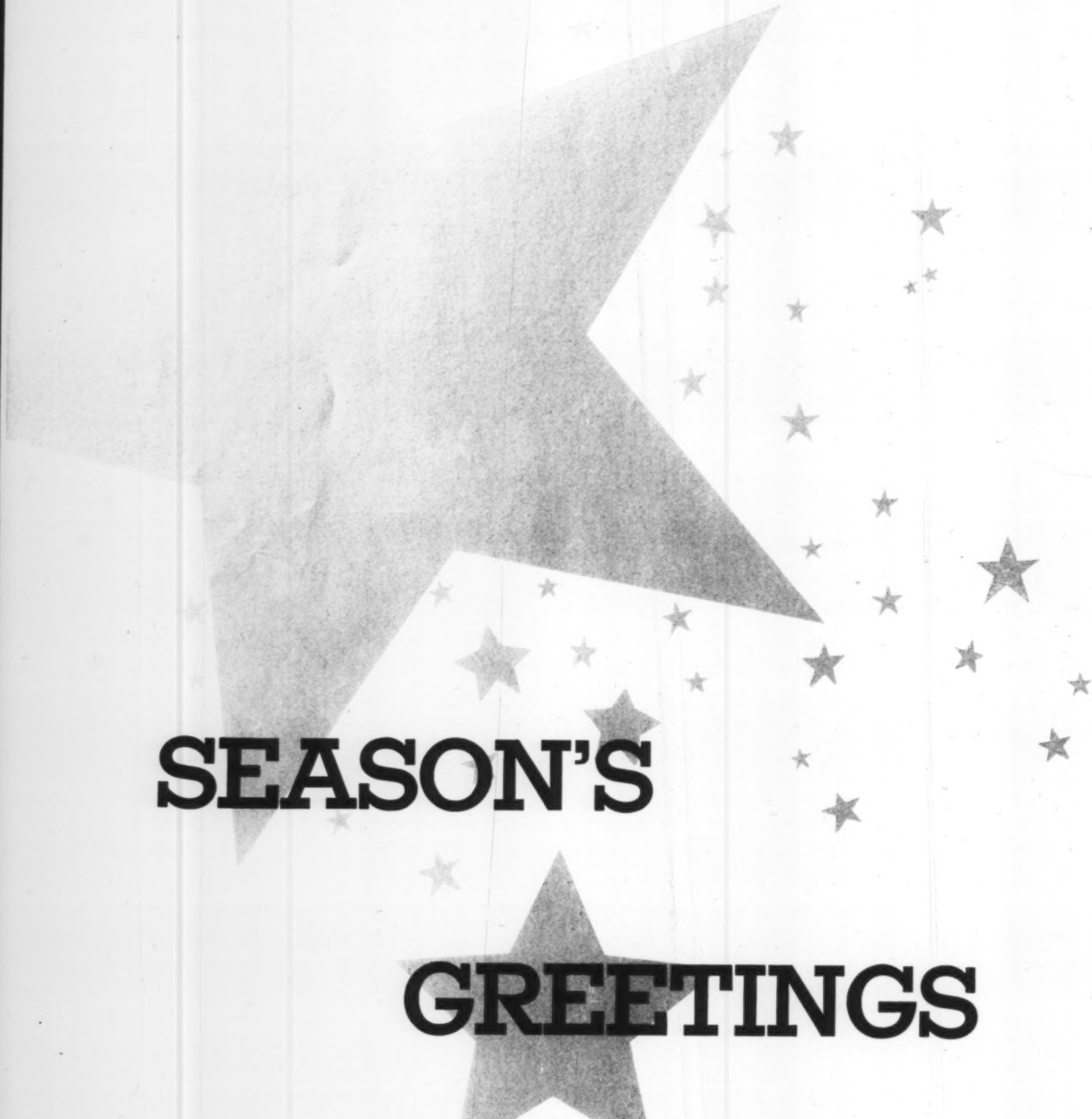
The Best Buy is

KERN
SAN BERNARDINO
THE STATE* OF KFI
STA BARBARA
VENTURA
LOS ANGELES
ORANGE
RIVERSIDE
SAN DIEGO
IMPERIAL

* The State of KFI is Composed of The Nine Southern California Counties

NBC RED NETWORK
50,000 WATTS 640 KC

EDWARD PETRY & CO. ⋆ *National Sales Representative*



SEASON'S GREETINGS

As the holiday season approaches, we bid farewell to the year that is past with thankfulness for the definite and encouraging progress it has brought. Such success as has fallen to our lot, we owe to the many advertisers whom we have had the privilege of serving; and we take this opportunity to express the hope that the services we have rendered them may also have contributed to their success. With the hope that the New Year may be for all of us a year of continued progress, we extend to our advertisers and their agencies, and to all who may chance to read this, our sincere wishes for a joyous holiday season.

WSB	Atlanta	NBC
WAGA	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB	Boston	MBS
WNAC	Boston	NBC
WICC	Bridgeport	NBC
WEBR	Buffalo	NBC
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KVOD	Denver	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Minneapolis-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WHN	New York	NBC
WTAR	Norfolk	NBC
KGW	Portland, Ore.	NBC
KEX	Portland, Ore.	NBC
WEAN	Providence	NBC
WRTD	Richmond, Va.	NBC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KJR	Seattle	NBC
KHQ	Spokane	NBC
KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

Also
THE YANKEE NETWORK
THE COLONIAL NETWORK
TEXAS QUALITY NETWORK

Represented throughout the United States by

EDWARD PETRY & CO.
INCORPORATED

NEW YORK • CHICAGO • DETROIT
LOS ANGELES • SAN FRANCISCO

Line up your Product..

IN THIS BILLION DOLLAR MARKET

● No matter what he sells, every advertiser is hoping to sell more of it—and more profitably in 1939. To each and every one we wish a full measure of success.

When it comes to products on sale in the stores and showrooms of Southern New England, we have a more concrete suggestion to make.

We believe your plans for 1939 will prove more fruitful—and impressively so—if they include WTIC. The most impressive reason for our confidence is WTIC's consistent rating as first choice with both listeners and advertisers in Southern New England.

FIRST
- In Listener Popularity by 2 to 1
- In Number of Network Advertisers
- In Number of National Spot Advertisers

Far better than any other statistics, this record shows that WTIC can be a real help in lining up your product for better sales in Southern New England.

50,000 WATTS **WTIC** **HARTFORD, CONN.**

The Travelers Broadcasting Service Corporation • Member NBC Red Network and Yankee Network
Representatives: Weed & Company • New York Detroit Chicago San Francisco

Purely PROGRAMS

Music for Bride

A BRIDE-TO-BE recently wrote Manager John Patt, of WGAR, Cleveland, because her fiance was unemployed and it was doubtful if they could afford music for the wedding on the following Saturday. Would WGAR play the processional at 4:30 p. m. Saturday afternoon? It would, though involving a cut into the Tennessee - Mississippi football game. But Manager Patt approved, and at the appointed time football fans were amazed to hear the game fade out and Walberg Brown's ensemble come in with a quarter-hour of the traditional wedding songs.

AMONG YULETIDE attractions coming to radio listeners and goings-on at stations in different parts of the country during the Christmas season are found these:

All three major networks have arranged to carry President Roosevelt's Christmas message to the nation and the ceremony in which he presses a button to light up the "National Community Christmas Tree" in Lafayette Park, Washington, on Dec. 24, 5-5:30 p. m.

Jean Hersholt, featured in the radio drama, *Dr. Christian*, will play Santa Claus for the annual city-wide Christmas party to be staged in San Francisco in the Civic Auditorium Dec. 24, under auspices of the *San Francisco Call-Bulletin*.

KSFO, San Francisco, in cooperation with the Southern Pacific Co., will broadcast a special Christmas program Christmas Eve, with lines installed in front of the Southern Pacific Bldg. to pick up Christmas carols.

Seasonal demand for a Christmas shopping series is served on WSYR, Syracuse, by two daily quarter-hour *Christmas Cruise* shows offering transcribed popular music, holiday carols and tips for Christmas gifts from Syracuse stores.

WSYR also recalls its stunt of last year in bringing Mr. Santa Claus, of Santa Claus, Ind., to its studios for two Christmas broadcasts. Mr. Claus, who had his legal name changed from John P. Cannon, made a special trip to Syracuse, arriving Christmas Eve in time for a 10 p. m. quarter-hour interview with Fred Jeske, and appearing for another interview at noon Christmas Day.

Origination of the Christmas "Happiness Package" idea was dramatized on WCFL, Chicago, Dec. 8, in a quarter-hour program which included a talk by Chicago's postmaster and songs by a glee club composed of postal employes. The program was designed to promote rural-urban Christmas package exchanges.

As its part in the annual Richmond Christmas Mother campaign, WRVA, Richmond, has arranged a series of *Jitterbug Contests* culminating in a grand finale and public dance at the local Mosque Auditorium Dec. 22. Entire proceeds from the Mosque dance, with an admission fee of 50 cents, will be turned over to the Christmas Mother Committee for its work in supplying the Christmas needs of poor families.

WHB, Kansas City, will present its second annual *Christmas Cupboard Party* in the Municipal Auditorium Dec. 17 to climax its voluntary promotion of give-to-the-needy among its listeners. Planning to distribute at least 8,400 cans and sacks and boxes of food to the poor, the WHB personnel has been working since Dec. 1. All studio visitors are asked to bring food as an admission fee. The *Christmas Cupboard* idea is plugged consistently on station breaks and with a special program, on which contributions are listed. The variety show, for which admission will be articles of food or cash contributions, sports a cast of about 100, including real box-office talent from the city.

In St. Louis, KWK is conducting the *Just Around the Corner Club* for the tenth consecutive year. The station itself accepts no contributions, merely puts contributors in touch with needy families. These families are invited to write KWK, which gives each letter a number, then broadcasts excerpts from the letters, giving the number but no names, and the street but no address. Contributors then pick their case and are given the exact name and address, investigating the case themselves and then giving what they see fit. Ten other stations have picked up the idea, KWK says, the latest being WSAI, Cincinnati.

WBIG, Greensboro, N. C., reports receipt of a letter addressed to "Santa Claus, North Pole" recently. The letter, posted without a stamp or return address, was delivered forthwith to WBIG. From 7-year-old Betty Jean Kaylor, of Greensboro, and printed in bold young letters, the message reads: "Dear Santa Claus. I want a electric stove and cabinet and a baby doll."

Getting behind a "Give Foods For Christmas" drive, WLW, Cincinnati, is giving 45 minutes of air time weekly, services of WLW artists and an orchestra, along with window streamers and posters for grocers in the WLW territory, according to Wilfred Guenther, promotion manager. *WLW Spotlight*, carried thrice-weekly and starring staff artists with the orchestra under Josef Cherniavsky, has been turned over entirely to promotion of the food-buying campaign.

* * *

Cullings From Periodicals

MAGAZINE digest of the air is the theme of a new weekly show, *Off the Magazine Rack*, on WSYR, Syracuse. The program features as commentator Mrs. Winthrop Pennock, who reports briefly on current magazines, commenting on articles and telling where they can be found.

* * *

No End of Sports

FEATURING all kinds of athletics, *Sports of All Sorts*, conducted by Dick Bray on WSAI, Cincinnati; five times weekly, presents interviews with sports celebrities, dope on ball players and inside stuff on Big Ten basketball.

The World's Children

PEACE and glad tidings will still keynote the *International Children's Program*, despite strained diplomatic relations among nations, when NBC again originates the world-wide broadcast Dec. 20, 4-4:30 p. m. The program, arranged by the greater National Capital Committee of the Washington Board of Trade will celebrate its seventh anniversary with the largest assembly of children from diplomatic families ever to participate.

Speaking first in the language of their native country and then in English, each child will send Christmas messages to the children of this country and their own. The program will be shortwaved to Europe, South America and across the Pacific via RCA facilities. The program, to originate at the Shoreham Hotel, Washington, will also present the U. S. Marine Band playing the various national anthems of countries represented.

* * *

Talent Hunt in Texas

MEMBERS of Texas State Network will offer the best talent of their communities in a series of *Search for Talent* auditions to be heard Jan. 4-6, five winners getting prizes ranging from all-expense tours to New York and San Francisco to good-sized cash awards. Each of TSN's 23 stations will send two contestants to the semifinals, to be held in Fort Worth Jan. 1-2, according to Elliott Roosevelt, president. Fifteen of these 46 contestants enter the finals, to be broadcast on TSN the afternoons of Jan. 4, 5 and 6. Local auditions are to end Dec. 20.

* * *

Shot Sawers Hunted

FOR its historical series, *Your Wisconsin*, weekly half-hour heard on WTMJ, Milwaukee, Sears-Roebuck is advertising in newspapers for an eyewitness to the attempted assassination of Theodore Roosevelt by John Schrank in Milwaukee during the Bull Moose campaign of 1912. The ads, headed "Wanted", invite those who saw the would-be assassin fire the shots to get in touch with George Comte, author and narrator of the WTMJ program, who plans to put one of the eyewitnesses on the air to verify the dramatized story.

Midnight in Winnipeg

A NEW program has been developed by CJRC, Winnipeg, the *Night Riders* for its mobile unit, which goes out shortly before 11 p. m., and at that hour starts interviews with after theatre crowds in a presentation of sidelights on Winnipeg after dark. Motorists are invited to follow the mobile unit in its tour of Winnipeg's street night life and take part in the broadcast which is presented Tuesday and Friday evenings. The program is sponsored by local stores, Brathwaites Drug Store and Johnson-Hutchinson, jewelers.

* * *

For Young Musicians

GEORGE SHACKLEY, conductor of the weekly *Moonbeams* on WOR, Newark, has invited all music students of New York, New Jersey and Connecticut to attend rehearsals and broadcasts so those who plan to make their living in radio may have an opportunity of seeing how a musical program is produced and understand the technique required to build a musical show.

* * *

The Campus Speaks

DIRECTED primarily at students and using college and university talent from its listening area exclusively, *Radio Spotlight*, on KFRU, Columbia, Mo., is built around Eldon Jones orchestra and several vocal groups from Missouri U. and Christian and Stephens colleges for women. Future plans include talent from others of the 22 collegiate institutions in the area.

* * *

Salt Lake Sports

ANNOUNCED, directed and produced entirely by personnel of the *Salt Lake Tribune-Telegram* sports staff, *Sports Flashes*, heard weekly on KSL, Salt Lake City, is styled like a sports page, with Bill Pratt, photographer, and Marlowe Branagan and Jimmy Hodgson, sportswriters, providing the commentary.

* * *

Greetings In Foreign Tongue

FOR ITS Christmas party, WWL, New Orleans, mails invitations to the various consuls in the city to appoint some child to give a holiday greeting to other children of the world in their native tongues.

* * *

Melodies for the Ladies

COMBINING transcribed singing and orchestration with live organ music, *Music for Milady* on KTUL, Tulsa, features Wade Hamilton at the organ tying in with the records.

OVER 300 movie houses in Nebraska and Iowa are getting the 15-minute newsreel film of WOW, Omaha, titled "WOW Goes to the Fair". In photo are (l to r) Bill Wiseman, Gay Avery and Ray Olson, announcers; Wilbur Chenowith, director of the film, hard at work during the shooting.

KSFOCUS

RADIO, NEWSREEL, HOOVER: "The best acoustics we've ever found," said newsreel men following Herbert Hoover's CBS "TC" from KSFO on the German-Jewish crisis. Acoustics like KSFO's help sell as well as tell.

SIX HOURS A WEEK FOR THREE YEARS and "Dude Martin and his Wild West Revue" is still going strong on KSFO for Star Outfitting Company stores in San Francisco and Oakland . . . a remarkable record. But KSFO-CBS popularity makes such records possible for audience-wise sponsors . . . and their agencies.

KSFO GOES TO THE EXPOSITION as Royal Howard, chief engineer of KSFO, discusses broadcasting plans on Treasure Island with "Les" Hewitt, Director of Radio Engineering for the Golden Gate International Exposition. KSFO will be on the job when the Fair begins.

KSFO

"THE AUDIENCE STATION" ● SAN FRANCISCO

KSFO, Palace Hotel, San Francisco · 560 KC, 5000W day, 1000W night
PHILIP G. LASKY, General Manager
National Representative: FREE & PETERS, Incorporated
COLUMBIA BROADCASTING SYSTEM

All Rules Off!

"THE Announcer's Fondest Dream Come True" is what they call the coming annual Christmas Party Dec. 23 at WTIC, Hartford, when announcers are permitted to release all inhibitions and read commercials as they've longed to read them all year, good-humoredly lampooning sponsors' plugs and revealing pet peeves. The whole thing is put together in the form of a running show, recorded and then sprung on studio executives at party time.

Dream in a Suburb

TRACING construction and development of a typical country "dream home", A. P. Stark Inc., Milwaukee realtor, and contractor, is cooperating in a series of programs on WTMJ, using the WTMJ mobile unit in picking up broadcasts direct from the residence as it is being built in the Calhoun Farms subdivision. The series, conducted by Nancy Grey, WTMJ women's commentator, is planned to conclude with the broadcast of a wedding ceremony from the new home after it is completed.

* * *

No Cash

NEW slant on programs for charity is *Shadows & Substance* on WAAF, Chicago. Needy cases taken from the files of local charitable organizations are aired and listeners are invited to supply these needs by placing orders for the articles desired with their merchants. Cash donations are refused and Norman Ellis, conductor of the series, turns over the names of donors to the various organizations.

* * *

Gotham Landmarks

NEW series inspired by the many elements which go to make up New York City started Dec. 11 on a coast-to-coast CBS network, Sundays, 8-9 p. m. The program consists of visits to the various sections which are part of the metropolis, with music by Leith Stevens' orchestra, and guest stars who are outstanding as "landmarks" in the history of New York today.

* * *

Greek Words

REGAL SHOE Co., New York, on Dec. 1 started a new program *Around the Fraternity Fireplace* on WSYR, Syracuse, Thursdays, 8-8:15 p. m. Discussions are conducted by Marty Glickman, former athlete at the University of Syracuse, with guest members of the various fraternities at the University. Frank Presbrey Co., New York, handles the account.

* * *

Audition Survivors

LOOKING for radio talent, WEEI, Boston, has begun again its series of Wednesday night auditions, given by appointment only. Successful entrants get a chance to broadcast during *New Voices*, carried on WEEI, Tuesdays at 2:15 p. m.

* * *

Novel Jobs

INTERVIEWS with local men and women in unusual occupations provide the theme for *The Other Fellow's Job*, conducted by Clint Blakely on WAPI, Birmingham.

Musical Dramas for Children

IREENE WICKER, who has just completed her first vacation after eight years as the *Singing Lady* on NBC, started a new series of weekly *Music Plays* for children on the NBC-Red network, Sundays, 11:15-11:45 a. m. The first program Dec. 11 was a dramatization of "Snow White and the Seven Dwarfs" with a musical background arranged and directed by Milton Rettenberg.

* * *

Radio Auto Show

COOPERATING with Cleveland Automobile Dealers Assn., WHK, Cleveland, recently presented the *Radio Auto Show* as a series of 17 nightly quarter-hours, replacing the usual automobile show the dealers had held in previous years. The programs featured station talent in music and drama, together with interviews between Jack Garvey, WHK-WCLE merchandising manager, and a dealer representative for each of the various cars.

* * *

History of the States

DRAMA featuring outstanding characters or events in American history, written by students in high school dramatic classes, is presented weekly on *A Salute to the States*, sponsored on WRVA, Richmond, by the Dairy Council of Richmond. Contest is conducted between students and schools, with a silver cup to be awarded the winner.

* * *

Titles Wanted!

BILLY BALDWIN, of KSO, Des Moines, has started a new series, *You Send the Title, We Write the Song*, in which listeners submit titles and listen to the forthcoming song written around it. A recording, made as the song is broadcast, is awarded weekly winners.

* * *

Voices in Colorado

MAYORS, chamber of commerce representatives, editors, clubwomen and businessmen from neighboring towns speak on *Colorado Cavalcade*, new series started on KLZ, Denver, which visited the towns and recorded the interviews under direction of Production Manager Howard R. Chamberlain.

* * *

Sports of the Week

COMPREHENSIVE sports roundup, reviewing highlights of the preceding week, is the subject of a new broadcast on MBS every Sunday morning. The program features Al Helfer, sports commentator, who has conducted similar programs for six years in the Midwest.

* * *

A Slice of Life

BROADCAST of an actual appendix operation from one of the city hospitals is being planned by WAPI, Birmingham, Ala. A prominent local physician will describe the operation, assisted by members of the WAPI announcing staff.

* * *

An Orchid a Week

ALONG WITH an orchid delivered to an outstanding citizen at his home each week comes an account of his life and accomplishments on *An Orchid to You*, sponsored on KARK, Little Rock, by Tipton-Hurst Florists.

* * *

Crime in Poplar Bluff

POLICE CHIEF Eli Sliger gives a daily 10-minute review of local crimes, arrests and safety campaigns on *Police Bulletins*, carried by KWOC, Poplar Bluff, Mo.

Calisthenics Taboo

THE DAILY DOZEN is passe, declares Jim McGrath, NBC announcer in Washington, who lately has been conducting a morning program of symphony music. Recently he asked listeners if they would object to 15 minutes of setting-up exercises during his regular program. Immediate responses came from 2,884 persons — and only 77 favored the exercises.

AAA Safety Scripts

AMERICAN Automobile Assn. has announced a national radio script contest to develop student broadcasts in the interest of safer use of the streets and highways. The contest is based on the Northeastern Ohio Safety Contest, conducted by WHK-WCLE, Cleveland, last year. A recording of the prize-winning Sandusky High School play has been used as a basis for the suggestion of the contest to the AAA by Larry Roller, educational director of United Broadcasting Co.

* * *

Youths on Discs

WEEKLY half-hour, *Young America on the Air*, sponsored by Southern Bearings & Parts Co., on WBT, Charlotte, features entertainers under 16, brought from towns in both Carolinas after local amateur contests. The programs are recorded at each broadcast, and the transcriptions used at chapel periods at schools in the various towns.

* * *

Pix for WAAW Fans

WAAW, Omaha, is sending postcard photos of popular entertainers to fans writing to the station. The idea is to build goodwill and use the names of those writing in to make a definite mailing list of station promotion.

* * *

Note to Sponsors

EVERY evening J. E. Reynolds, commercial manager of WJRD, Tuscaloosa, Ala., mails cards to all its advertisers, reading like this: ". . . (announcement) (program) is scheduled over Radio Station WJRD at . . . If there are any suggestions that you feel would aid us in serving you better please attract this to our attention."

* * *

Invalids at Play

TUBERCULOSIS patients of Pine Camp, at Brook Hill, Va., present the quarter-hour *Pine Camp Frolics* twice-monthly on WRVA, Richmond, writing their own material and putting it across with their own artists and announcers.

* * *

Romance and Melody

BILL PENNELL reads letters from a collection of romantic epistles against a background of sentimental organ melody on *Love Letters*, originated by WIOD, Miami.

* * *

Births of the Day

IMPORTANT FACTS on the lives of famous persons whose birthdays fall on each broadcast day are narrated daily, 7:45-8 a. m., on WCOP, Boston.

Salute to NEW advertisers

--who helped make 1938

A RECORD YEAR for WFBR:

Here are the NEW NATIONAL ADVERTISERS (non-network) whose business, added to renewals by old advertisers, gave WFBR a record volume in 1938

Assn. of Pacific Fisheries
Axton Fisher Tobacco Co.
Baume Bengue
Bell-Ans
Boscul Coffee
California Walnut Growers' Assn.
Florists Telegraph Delivery Assn.
Groves Laboratories, Inc.
Hinds Honey and Almond Cream
Holland Furnace Co.
Hudson Terraplane Sales Corp.
Johns Manville Corp.
Manhattan Soap Co.
Maytag Company
Nucoa
P. Lorillard Company
Pecan Feast Candy
Peter Paul, Inc.
Quaker Oats Co.
Quinlax
Remington-Rand
Rit Products Corp.
Winston Dictionaries
Zonite Products

Plus 86 NEW local advertisers

IN BALTIMORE
THEY LISTEN TO—
WFBR
MARYLAND'S PIONEER BROADCAST STATION
BASIC N.B.C. RED NETWORK

National Representatives:
EDWARD PETRY & CO.
NEW YORK • CHICAGO
SAN FRANCISCO
DETROIT

Build YOUR O

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SHEEP
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N

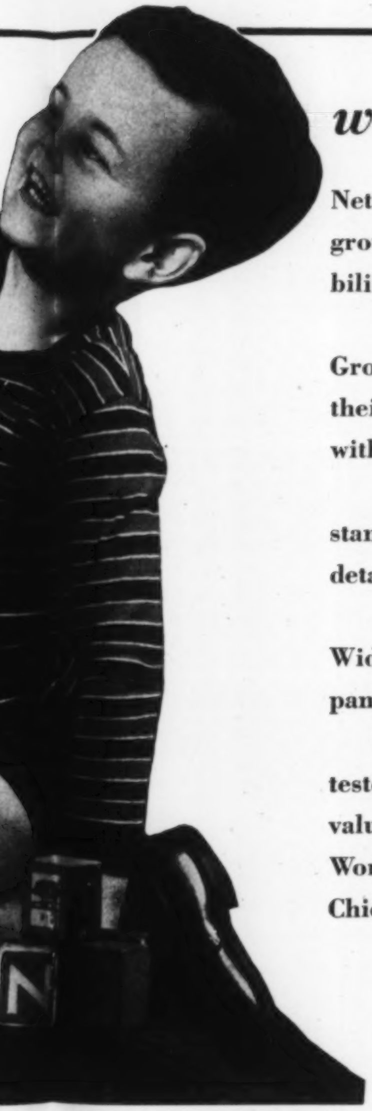
Station	City
WOKO	Albany
WGST	Atlanta
WBAL	Baltimore
WGR-WKBW	Buffalo
WCKY	Cincinnati
WHK-WCLE	Cleveland
WHKC	Columbus
WIS	Columbia
KGKO	Dallas - Ft. Worth
WHIO	Dayton
WBIG	Greensboro
WTIC	Hartford
KTRH	Houston
KMBC	Kansas City
KLRA	Little Rock
KHJ	Los Angeles
DON LEE SOUTH'N CALIF. GROUP: KHJ	Los Angeles
KGB	San Diego
KDB	Santa Barbara
KFXM	San Bernardino
KPMC	Bakersfield
KVOE	Santa Ana
KXO	El Centro
KVEC	San Luis Obispo
KTKC	Visalia
DON LEE NORTH'N CALIF. GROUP: KFRC	San Francisco
KQW	San Jose
KDON	Monterey
KIEM	Eureka
KGDM	Stockton
COMPLETE DON LEE CALIFORNIA NETWORK	(See Stations In Northern and Southern Groups Above)
WMAZ	Macon
WREC	Memphis
WIOD	Miami
WISN	Milwaukee
WSFA	Montgomery
WLAC	Nashville
KOMA	Oklahoma City
WCAU	Philadelphia
KOY	Phoenix
ARIZONA NETWORK: KSUN	Bisbee
KOY	Phoenix
KGAR	Tucson
WCAE	Pittsburgh
KOIN-KALE	Portland
WRVA	Richmond
WHAM	Rochester
KDYL	Salt Lake City
KTSA	San Antonio
KGB	San Diego
KFRC	San Francisco
KDB	Santa Barbara
KIRO	Seattle
KWK	St. Louis
WFBL	Syracuse
WTAG	Worcester

WTS

Additional stations are being added regularly to complete the major market coverage of the United States.

WORLD BROADCA

R OWN RADIO COVERAGE



with Gold Group Market Center Stations

Network radio is not new . . . spot radio is not new . . . but the "Gold Group" plan, an outgrowth of both, is absolutely new. Flexibility is the keynote. Flexibility of markets, and flexibility in hour of broadcast in each market.

Carefully tested stations in market centers form the World Transcription System "Gold Group." Sectional and national advertisers may use few or many "Gold Group" stations, as their markets dictate. Good broadcasting periods are provided, regardless of time zones and without re-broadcast.

In addition, WTS offers a uniform dealer merchandising service at point-of-sale . . . substantial savings in production costs . . . and relieves the sponsor and his agency of the many details of individual station contacts, affidavits and billing.

And remember—these new advantages are tied up with World's famous vertical-cut Wide Range transcriptions . . . joint achievement of Bell Laboratories, Western Electric Company, and World Broadcasting System.

Combining the World quality product, the flexible WTS method, and the "Gold Group" tested stations, we offer the advertiser what we sincerely believe to be the greatest per-dollar value in radio broadcasting. We invite the inquiries of agencies and advertisers. Address the World Broadcasting System, 711 Fifth Avenue, New York City, New York (301 East Erie Street, Chicago, Illinois; 1000 North Seward Street, Hollywood, California).

WORLD TRANSCRIPTION SYSTEM

a service of

CASTING SYSTEM

BROADCASTING
and
Broadcast Advertising

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PUBLICATIONS, Inc.

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CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● PAUL BRINES
HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN

Free & Uneasy

LATELY there has been much tumult about freedom of the air. There have been dangerous indications of censorship, dangerous enough to warrant the spontaneous defensive steps taken.

The most significant reaction was the forthright assertion of James G. Stahlman, Nashville publisher and president of the American Newspaper Publishers Assn., that the press stands ready to fight shoulder to shoulder with broadcasters against such interference. Mr. Stahlman has no station affiliation. He formerly was a sharp critic of radio.

It cannot be gainsaid that many publishers —probably the majority of them—regard radio as a business competitor. They charge to radio the loss of a substantial amount of national advertising now on the air. Naturally, they don't like it. Comment columns have been deleted from most metropolitan papers. For public consumption the reason given is the high cost of newsprint and labor. It's our guess the underlying reason is that publishers do not look kindly on the idea of building up a competitor, irrespective of what their readers may want.

All that, however, falls in the category of hard, cold business. The publisher has the right to edit his columns. If the public demand is great enough, we suspect the comment columns will return. Many stations have found it expedient to "publish" their own comment columns via a commentator or little house organs.

But we do not want to detract one mite from Mr. Stahlman's courageous expression. He has foresight and takes the long view. He realizes that if government interferes with freedom of radio, the press will be next in line. Thus protection of radio is really the first line of defense for the press.

To those familiar with broadcast regulation, the constant threat of "back door" censorship, that is *after* the act, is all too well known. The FCC undeniably has jockeyed the industry into a gun-shy attitude. But whenever the threat has become serious, it has been thwarted. Now, with the press fully cognizant of the implications of radio censorship upon their own medium, an added bulwark is assured.

As long as the press and radio can work together on that common ground a formidable defense will be in force. As to competition for the advertising dollar, we feel that the genius and enterprise of the sales brains of each medium will contrive to keep both going in as healthy and lusty a way as ever.

Radio Complaint No. 1

IT'S STILL bang, bang, bang, over at the FCC. Despite efforts to cover up, the turmoil persists.

Steps are being taken to bolster the staff. The law department, which admittedly has been the weakest link (except the Commission itself), has been reorganized from top to bottom. William J. Dempsey, 33-year-old general counsel, has obtained as his chief lieutenant 29-year-old William C. Koplovitz, acting general counsel of the Power Commission who admittedly has a brilliant Government record despite his youth.

Almost coincident with Mr. Koplovitz' induction as assistant general counsel, Mr. Dempsey effected his reorganization. But in so doing he has used the same personnel, several of whom have been under attack. As a matter of fact, one of the best of the group—Frank Fletcher—has resigned to enter private practice. With more efficient administration, it is of course possible to improve the work of the law department, but the impression is that it lacked qualified man power.

But even if all the lawyers were Brandeises or Hogans or Frankfurters, the FCC's fundamental weakness would not be remedied. The basic ill resides in the Commission itself. As long as there is continuing dissension on the Commission, with definite personal aspects; as long as members think it necessary to take public and private potshots at one another—just so long will the FCC be a futile body.

The broadcasting industry, let alone the telephone and telegraph fields, has a right to expect the kind of regulatory supervision of private industry contemplated by the Communications Act of 1934. Certainly the taxpayers, who foot the FCC bill, have a justifiable complaint.

No Funds Needed

EVEN before the report—due in January—of the special committee appointed by President Roosevelt to survey the whole field of international broadcasting, an interdepartmental committee reporting to the President on a broad program of cooperation between the United States and the other American republics has made clear its views on radio phases. Those views simply are (1) that continued efforts should be exerted "to develop further cooperation with Latin America and raise the standard of programs transmitted abroad"; (2) that better engineering standards should be established and efforts made to eliminate interference; (3) that visits by FCC experts to foreign communications departments be encouraged.

No one in radio can quarrel with any of these points, and indeed the private shortwave operators are moving fast, with some governmental encouragement, toward their realization. Significant in the report, however, was the simple notation after the first and third points: "No additional funds required." After the second point the notation reads: "Additional funds to be sought as occasions require."

While radio was only one of 74 listed projects for binding the Americas closer together, it is noteworthy that the Government does not propose spending any money on radio. That can mean only one thing—that this is to be left to private operation, and that the Government's Latin American experts have abandoned the idea, if they ever had it, of getting the Government into the business of broadcasting shortwave propaganda even on the specious plea that it is the Government's function in view of similar activities in the totalitarian nations.

Also significant is the fact that Chairman McNinch sat on the committee, which comprised high governmental officials headed by Undersecretary of State Sumner Welles. Mr. McNinch is also chairman of the international broadcasting committee which is to report in January. It is reasonable to assume that the McNinch committee's recommendations are not likely to run counter to the broader-gauged program of the Welles committee.

The RADIO BOOK SHELF

HIGHLY critical of the FCC, particularly of its censorship methods, and extremely sardonic so far as the individual commissioners are concerned, is an article titled **"Feuding Among the FCC"** appearing in the current issue of the magazine *Ken* under the byline of Michael Frost, Washington writer. The article takes the view that the seven members of the FCC "have finally succeeded in incurring the wrath of both independent radio and of Congress" and that "instead of rectifying their policy, terror of losing cushy $10,000-a-year jobs has only intensified the commissioners' habitual propensity of feuding among themselves."

THIRD edition of the *Radio Manual*, prepared by George E. Sterling, assistant chief of the FCC field section, was published in November by D. Van Nostrand Co., New York [$6]. Containing 1120 pages, the book covers every branch of radio, including broadcasting, with detailed explanations of the installation, operation, adjustment, testing and maintenance of every type of radio equipment.

DR. GLEASON L. ARCHER, president of Suffolk U. and formerly an NBC commentator, has written a book entitled *The History of Radio to 1926*, recently published by American Historical Society, New York. Dr. Archer is now working on a companion volume which will trace radio from 1926 to the present day.

We Pay Our Respects To —

GODFREY RICHARD SHAFTO

MOTHER GOOSE'S Nursery Rhymes recount the adventures of a youngster named Shafto, who went to sea with a silver buckle on his knee. Radio's counterpart of that tale also involves a youngster named Shafto, but when he went to sea it was with a batch of coils, code-books, earphones and assorted radio gadgets.

But the Shafto of our tale came back, applied himself to the technical and business sides of radio, and today is the directing head of two of South Carolina's thriving stations—WIS, Columbia, and WCSC, Charleston. He is president of WIS and vice-president of WCSC.

Like many another broadcasting executive, Godfrey Richard Shafto (he's known as Dick) got his start as a wireless operator. In Dick's case, however, he has never known any other line of activity, and still retains an active interest in the technical side. Radio is his work and his chief hobby, though he rates as one of the industry's foremost candid camera addicts. His camera, along with telescopic lenses, light meters, flash bulbs and other complex paraphernalia, is a part of his regular traveling equipment. To a recent NAB convention he carried a couple of hundred pounds of accessories.

But more about Shafto the broadcaster: currently, he is steeped in synchronization. He has pending before the FCC an ambitious plan whereby WIS, in Columbia, would acquire a satellite or booster station in Sumter, S. C., to test the efficacy of that type of operation for regional stations.

"The limited night-time coverage provided on regional channels cannot be cured by raising night power limits now imposed, nor is there any impending promise of antenna developments that would reduce sky-wave radiation and thereby curtail mutual interference from other stations using the same channel," observed young Mr. Shafto. For that reason, he undertook a thorough study of the possibility of synchronous operation of low-powered satellites to render night-time service in adjacent cities which now enjoy primary daytime service from the master station. Should the Sumter experiment prove out, the engineer-manager has in mind other low-powered satellites on the same channel.

Though born in Cliffwood, N. J., April 22, 1904, Godfrey Richard Shafto is a true son of the South. His parents moved to Richmond when he was 10, and this slight, curley-headed, dimple-chinned youth has since lived below the Mason-Dixon line.

When Dick Shafto was 15, he joined an amateur radio club at John Marshall's High School in Richmond. The following year he built his own "ham" station with oatmeal boxes as coil cores. Having gone completely haywire on radio in more ways than one, he got himself a job in Richmond's first retail radio store, selling such receivers as Adams-Morgan, Amrad and Cuttin and Washington.

It was in 1922, at 17, that Shafto took his fling on the briny deep. For two years he was a radio operator aboard freighters, tankers, sea-going tugs and liners. In 1924 he enrolled in the Radio Institute in New Orleans, to acquire a bit of higher education in his chosen field. In 1925 he took a course in radio theory and practice at Columbia University, while he worked at the RCA Laboratories.

Having concluded his education, Dick Shafto in 1926 joined Westinghouse in Tampa, and sold RCA receivers. From 1927 to 1929 he operated two retail radio stores in St. Petersburg. He hopped to the other side of the radio sales fence when Graybar sales organization for Western Electric transmitters, appointed him radio specialist in charge of the sale of broadcast equipment in seven Southeastern States, with headquarters in Atlanta.

In the course of his sales meanderings, Dick Shafto sold the Liberty Life Insurance Co., operators of WIS and WCSC, new transmitting equipment in May 1932. He spent several weeks supervising the installation and the Liberty people offered him the post of general manager of the two stations, with headquarters in Columbia. He took the job. His activities later were enlarged to include supervision of WNOX, Knoxville, and WTFI, Athens, but these stations were sold in 1936.

Under his guiding hand, WIS obtained full-time NBC service three months after he took over. In 1934, the stations underwent complete modernization, with new equipment and commodious new studios. W. Frank Hipp, head of the insurance company, had him promoted to the vice-presidency. There were other changes in operating status, including removal in 1938 to the choice 560 kc. channel with 5,000 watts day and 1,000 watts night. Then, last March, he was elected president of WIS Inc., remaining as vice-president of the corporation owning WCSC. All this at age 34.

Dick Shafto is active in industry affairs. He always has been a stickler for rigid adherence to published rates. He is of the school which holds that a regional station should base its national rates on a predetermined retail quotation, with the national price high enough to absorb the increased agency and representation expense.

Because he is still basically an engineer, Dick Shafto spends many a night in the field with his engineers measuring the signal strengths of the stations he supervises. Only recently he monkeyed around with the installation of inverse feedback and line voltage regulators at the WIS transmitter.

Active also in civic affairs, Dick Shafto is a member of the board of directors of the Columbia Chamber of Commerce, chairman of the Richland County Chapter of the American Red Cross, and a member of Kiwanis and the Forest Lake Country Club. He is a lieutenant (junior grade) in the Naval Reserve and occasionally finds time to make the summer cruise. In addition to radio and photography, hunting and fishing are hobbies, provided he can carry along a portable radio and his usual load of photographic equipment. Mrs. Shafto is the former Treva Hanson whom he married in 1927.

Personal NOTES

NILES TRAMMELL, newly-appointed executive vice-president of NBC, was scheduled to address the "Radio Night" dinner of the Omaha Ad Club Dec. 13. About 300 Omaha advertisers were to be the guests of WOW, KOIL, WAAW and KFAB at the dinner. Last year Ken Carpenter, NBC announcer, was the principal speaker.

GEORGE T. CASE, program and production manager of WDNC, Durham, N. C., on Jan. 1 becomes assistant manager of WRAL, new local in Raleigh, in charge of programs and sales. He was formerly with WIS, Columbia, and with several Cincinnati stations.

ROBERT M. SCHOLLE, of the sales staff of WQXR, New York, and previously for many years connected with advertising in the agency, billboard and printing business, has been appointed sales manager of the station. Norman S. McGee, former sales manager, has been promoted to director of agency relations.

JOSEPH W. LEE, formerly manager of the Oklahoma Network, is now general manager of KGFF, Shawnee, Okla. He also acts as commercial manager.

BOB KAUFMAN, who on Dec. 1 left the managership of KYSM, Mankato, Minn., has joined the *Cedar Rapids* (Ia.) *Gazette*, applicant for a new local station there.

MARK ETHRIDGE, general manager of the *Louisville Courier-Journal* and *Times*, operating WHAS, and former interim president of the NAB, and Mrs. Ethridge are the parents of a son, their fourth child, born Dec. 2.

HALE BONDURANT, sales manager of WHO, Des Moines, is recovering from a painful leg fracture received in a fall from a ladder.

EDNEY RIDGE, director of WBIG, Greensboro, N. C., on Dec. 6 addressed the Social Standards Conference in Greensboro on radio. His title was "Together We Live".

JACK BURNETT, formerly manager of the San Francisco studios of KROW, Oakland, has joined the sales staff of KGVO, Missoula, Mont. Jack Reed has taken over the KROW San Francisco studios.

DR. JAMES ROWLAND ANGELL, educational counsellor of NBC and former president of Yale, on Nov. 29 was elected president of the English-Speaking Union of the United States, succeeding John W. Davis, national president for 17 years.

REED T. ROLLO, Washington attorney associated with the firm of Kirkland, Fleming, Green, Martin & Ellis, is the father of a boy born Nov. 30.

JIM WOODRUFF Jr., formerly general manager of WRBL, Columbus, Ga., on Dec. 1 became executive director of the Georgia Broadcasting System, which consists of WRBL, Atlanta, and WGPC, Albany, Ga. Jack Gibley succeeds Mr. Woodruff as general manager of WRBL.

WILLIAM C. GILLESPIE, vice-president and general manager of KTUL, Tulsa, recently was appointed chairman of Tulsa Progress Week, annual civic promotion.

CHARLES BROWN, sales promotion manager of NBC's San Francisco offices, talked to students of Stanford University's advertising classes recently on "Radio as an Advertising Medium."

DONALD W. THORNBURGH, CBS Pacific Coast vice-president, Hollywood, after attending the NAB board of directors meeting in Washington, Dec. 12-13, proceeded to New York for conferences with network executives. He will also stop in Chicago before returning Dec. 22.

WALTER S. ZAHRT, merchandising manager of WOAI, San Antonio, recently addressed the Ad Club of San Antonio on radio surveys, explaining the need for direct measurement of radio audience and describing the processes of modern research in sampling the listening audience.

JACK STEWART, for the last three years sales manager of WFIL, Philadelphia, and prior to that manager of several metropolitan stations, has resigned. He has not announced future plans and his successor has not been named.

HOWARD L. HAUSMAN, a graduate of Harvard Law School and formerly with the law firm of Middleton & Levy, on Dec. 7 joined the legal department of CBS.

J. LESLIE FOX, veteran commercial broadcaster, who recently joined Stodel Adv. Co., Los Angeles, as vice-president in charge of sales, has resigned. He has purchased the Varsity Sweet Shop in Bellflower, Cal., and will devote his full time to that enterprise.

JOHN A. KENNEDY, president of the West Virginia Network (WCHS, Charleston; WPAR, Parkersburg; WBLK, Clarksburg) addressed members of Phi Beta Kappa at their recent annual meeting on "Radio and Its Public Implications".

D. SPENCER GROW, of the Toronto office of Grow & Pitcher Broadcasting Agencies, transcription firm, is making a business trip to California via Detroit and Texas, and is expected to be in Los Angeles about Dec. 15, returning to Canada about Jan. 1.

JACK KENTON, formerly in the motion picture field, has joined the commercial staff of KVOR, Colorado Springs.

JACK KEMP was promoted to assistant manager of CJRC, Winnipeg, on Dec. 1. He joined CJRC after experience at CKCK, Regina; and CKSO, Sudbury, Ont.

A. D. WILLARD Jr., manager of WJSV, Washington, was elected recently to the board of directors of the Kiwanis Club of Washington.

REGINALD LANE is the new advertising manager of 2GB, Sydney, Australia, and of the Macquarie Network.

ROSS PORTER, president of Oklahoma network and member of the board of KGFF Broadcasting Co., is the father of a 7½-pound boy born Nov. 29.

GEOFFREY MOORE, managing director of Broadcast Advertising Proprietary Ltd., Sydney, Australia, is in the United States en route to London. He arrived in Los Angeles in early December.

HOWARD HOLBROOK, formerly of KIUN, Pecos, and KDNT, Denton, has joined KSAM, Huntsville, Tex., as salesman.

JOHN H. NORTON, Jr., of NBC station relations staff, on Dec. 16 will be married to Miss Virginia Skeen of Georgia.

Staff Changes at WBLY

DON IOSET, managing director of WBLY, Lima, O., has announced the appointment of Frederic Shaffmaster as program director, the addition of Francis Zupan to the station's engineering staff, and two new members of the commercial department, Edmund Braun and John Henry Gaskill. Station has also increased its broadcast day to full daylight operation, has purchased new equipment including two complete sets of transmitting tubes, has become a subscriber to NBC's *Thesaurus* library of recordings, and is negotiating for new studio facilities.

Sir John Aird

SIR JOHN AIRD, 83, who was chairman of the Royal Commission on Canadian Radio Broadcasting in 1929-1930, which tabled a report on which the present Canadian broadcasting system is based, died in Toronto November 30. Sir John, a prominent Canadian banker, traveled throughout the United States, Europe and Canada, seeking information for the radio setup which his Commission recommended to the Canadian government.

LOWELL THOMAS, news commentator for Sun Oil Co. on NBC-Blue, has been named "Man of the Year" by the Chicago alumni chapter of his college fraternity, Kappa Sigma.

GEORGE ENGELS, vice-president of the NBC Artists Bureau, has left for a two-month vacation to recuperate from an operation undergone early in 1938 from which he has not fully recovered.

BEHIND the MIKE

AARON STEIN, radio director of *Time* Inc., will resign effective the last of December. Mr. Stein, formerly radio editor of the *New York Post* and author of several mystery stories, says his plans are indefinite. No successor has been named.

ELIZABETH BABB, formerly of the radio department of H. W. Kastor & Sons, Chicago agency, has been named secretary to George Bayard, of CBS network sales, Chicago.

GORDON THOMPSON, New York producer, who formerly produced the NBC *Rudy Vallee* program, is to return to that post when Tony Stanford, now in Hollywood, takes over production of the new Kellogg Co. show, scheduled to start on that network Jan. 15. Robert Simon joins the Vallee show writing staff with George Faulkner's transfer to Kellogg Hour. Simon will continue his music column in the *New Yorker*.

KEN BROWNE, Hollywood writer, has joined CBS *Texaco Star Theatre*, sponsored by Texas Co., as comedy scripter.

JOSE RODRIQUEZ, educational director of KFI-KECA, Los Angeles, and producer-commentator on the latter station's weekly program, *Why Not Have A Baby?* answered that question Dec. 5 when he became the father of a 8½-pound boy.

GORDON JENKINS, orchestra director of the weekly half-hour NBC-Red network sustaining program, *Hall of Fun*, is reported scheduled to become western division musical director, taking over the post vacated by Meredith Willson in early December.

DON MARTIN, Hollywood producer of the weekly half-hour program, *Growing Pains*, currently sponsored by Hollywood-Maxwell Co., Hollywood (brassieres), on KFVD, Los Angeles, has opened a School of Radio Arts at 1584 Cross-Roads-of-the-World, in the former city.

MATHEW MURRAY, chief announcer of KMPC, Beverly Hills, Cal., has taken over the duties of program director, succeeding Arthur Sutton, who resigned to enter the agency business in Detroit. Floyd Mack has been added as announcer. He was formerly of KHJ, Los Angeles.

LARRY CHATTERTON, KNX, Hollywood announcer, and Agnes Jo Kleeman, of the KFI-KECA, Los Angeles, secretarial staff, were married at Riverside, Cal., Nov. 5, it was revealed recently.

TED BLISS, formerly production manager of KHJ, Los Angeles, has been appointed Southern California radio contact for the 1939 Golden Gate Exposition. After Jan. 1 he will be headquartered at Treasure Island, in San Francisco Bay and will be in charge of radio production for the exposition, according to Art Linkletter, radio director. Jack Joy, formerly program director of KHJ is also scheduled to join the exposition's radio staff.

PAUL ALLISON, formerly of KFDM, Beaumont, Tex., KXYZ, Houston, and WNOX, Knoxville, has joined the announcing staff of WLW, Cincinnati.

DOROTHY ALLRED, assistant to Joseph J. Lilley of the NBC music division, has resigned to join Lord & Thomas, New York.

ALEX ROBB, assistant manager of NBC Artists Service, Chicago, was in Hollywood Dec. 14 on a short business trip.

STEPHEN R. WILHELM, until recently with Wilhelm-Conroy-Wilson Agency, San Antonio, has been named production manager of Texas State Network.

Listeners' Choice

IN WORKING out a 44-hour weekly schedule for the announcing staff of WAAW, Omaha, Frank Shopen, co-manager, has provided that in the course of several weeks every announcer will work every program on the station in order to give listeners an opportunity to decide whom they like best on each program.

THOS. H. McKNIGHT and Wallace S. Jordan, former owners of the radio productions office McKnight & Jordan, New York, have dissolved their firm to join the William Morris Agency, New York, effective Dec. 5. Mr. Jordan is now heading the agency's Chicago radio department, and the writings of Mr. McKnight and his wife, Edith Meiser, are to be represented by the Morris agency.

MAURY FARRELL has joined WAPI, Birmingham, as national publicity director and sports commentator.

ROBERT S. BURLINGAME, formerly in newspaper work in Iowa and secretary to the Governor of the state, recently joined the news staff of WHO, Des Moines, replacing Otto Weber, now with the Des Moines bureau of Transradio Press.

GEORGE THORNDYKE, continuity writer of NBC-Chicago on *Hymns of All Churches* series, is the father of a girl born Dec. 1.

CHARLES J. GILCHREST, former radio editor of the *Chicago Daily News*, has joined Tom Fizdale Inc., publicity and radio relations, in Chicago.

JOHN H. MASON has been transferred from the engineering staff of WABC, New York, to the CBS production department as an assistant program director. Mr. Mason, who has been with CBS since 1930, has specialized in studio pickup technique.

CHESTER GAYLORD and Lew Rogers, veteran announcers of WTAG, Worcester, have been named announcer-producers by E. E. Hill, new general manager.

MARGUERITE HOOD, of the production department of KGVO, Missoula, Mont., is teaching a class in microphone and program technique at Montana State University which recently took over the *Mystery Hall* show on KGVO for one performance, producing the program as a laboratory experiment.

COD RUSSELL, formerly of CKOC, Hamilton, Ont., and for the last three months with CKCL, Toronto, is now a free-lance announcer in Toronto. He was featured at one time by the MBS as *Toby Clark*.

EMERY MILBURN recently was named program director of KWLK, Longview, Wash. John Boren, formerly of KBPS, Portland, Ore., has replaced him in the KWLK engineering department.

LOU MARCELLE, KFWB, Hollywood, announcer-actor, has been cast as Fu Manchu in the transcribed serial, *The Shadow of Fu Manchu*, being produced by Fields Brothers Radio Corp., that city and cut by Radio Recorders Inc.

STUART DAWSON, announcer of NBC-Chicago, is the father of a boy born Dec. 3.

CHARLES BOYD, formerly of KHBG, Okmulgee, Okla., has joined the announcing staff of KFRO, Longview, Tex., succeeding Bob Steffens, now with KTAT, Fort Worth.

JEFF BAKER, of WTAR, Norfolk, has been advanced from announcer to dramatic director.

WLW, WSAI Appoint Bill Bailey News Editor

RESIGNATION of H. L. MacEwen, for several years news editor of WLW and WSAI, Cincinnati, and appointment of Bill Bailey, publicity director of the stations to succeed him, was announced Dec. 6 by James D. Shouse, vice-president and general manager.

Mr. Bailey

Mr. MacEwen, who organized the station news department, has not announced his future plans but said he will make them known shortly after the first of the year. Mr. Bailey, also a veteran member of the WLW staff, has been in charge of publicity for several years and is a veteran Middlewestern newspaperman. He will take over supervision of the news desk as news editor with a staff of a half-dozen under him. His successor as publicity director has not been named.

Mr. Bailey has had 14 years' experience in newspaper work, including staff jobs with the *Denver Post*, *Wichita Eagle*, *Oklahoma City News and Times*, and as editor of the *Valley Morning Star*, in Harlingen, Texas. He has been with WLW for the last five years, first as continuity writer and as publicity director since 1936.

VIVIENNE M. COCCA, niece of Alfred J. and Wm. S. Pote, operators of WMEX, Boston, has become engaged to John E. Reilly, WMEX program director. Miss Cocca has appeared on WMEX for the last five years, conducting her own program as *Vivienne Cameron*.

ZELLA WADE has been named program director of KVOR, Colorado Springs. Edith Ramsell, formerly with a department store, has joined KVOR to write commercial continuity.

SLIM FRECKLETON, CKCL, Toronto, special announcer, who has been ill for the last three months, returns to CKCL on Jan. 1, 1939.

IRNA PHILLIPS, NBC Chicago continuity writer, is to arrive in Hollywood during late December to write a motion picture for Gale Page, former NBC actress and sister-in-law of Tom Symons, operator of KFPY, Spokane, and KXL, Portland.

ELEANOR ZWIFELHOFER, of Chicago, has joined KRNT-KSO, Des Moines.

WINNIFRED SUTTON, director of women's features on CFRN, Edmonton, Alta., has replaced Susan Agar as *Chatelaine of the Air*, a feature which has been running for eight consecutive years on CFRN. Miss Agar has given up broadcasting due to ill health.

BERTRAM SYMMES, formerly with CBS in Hollywood, recently was added to the San Francisco staff as relief announcer.

IRWIN COWPER, continuity editor of WTIC, Hartford, is the father of a boy born recently.

DON FRIDAE, commercial salesman of KGFF, Shawnee, Okla., married Daphne Wells in Oklahoma City recently.

VIC RUGH, formerly of KFH, Wichita, and KMOX, St. Louis, recently was named program and production manager of KTUL, succeeding Fenton Jeffers, resigned. Ray Sollars also was named head of the KTUL script department.

THOMAS RUANE, promotion director of WCAU, Philadelphia, recently was named program director of WCAU's international shortwave adjunct, W3XAU, in Philadelphia.

BREWSTER MORGAN, CBS Hollywood producer, now on leave of absence, has purchased Tom Lennon's play, *William's Wife*, which he plans to produce in New York. CBS is readying a new series for Morgan when he returns to radio.

BILL BAILEY, formerly of KFEQ, St. Joseph, and the harmony team of *Bob and Dick* Stahl have joined KWTO-KGBX, Springfield, Mo. Lane Davis, news announcer, is the father of a boy born in November.

ERNIE REA, recent graduate of the University of Missouri School of Journalism, has joined the announcing staff of KFRU, Columbia, Mo. Guy W. Lowe has added continuity writing to his music department duties; Jim Campbell has been advanced to farm director, replacing Wally Mosier, who resigned recently to join George D. Biggar, WLW program director; and Bill Haley, handling KFRU artists, has become assistant program director.

BILL DEMLING, Hollywood writer-comedian on the CBS *Joe E. Brown Show*, sponsored by General Foods Corp., (Post Toasties), on Nov. 26 married Margaret Mallett, of Detroit.

NBC Script Service

NBC Central Division Press Department, Chicago, under the direction of William Ray, has started a radio script service for NBC stations, including program news, features and star gossip. Scripts are written to run 12 minutes so that local radio gossip or commercial plugs can be added to round out a 15-minute show. Titled *Radio Parade*, the show is mailed to stations on Tuesday for airing on Thursday. Of particular advantage in those areas where newspapers carry little radio news, *Radio Parade* has been signed for by the following stations: WSM KSO WOWO WGL WIRE WXYZ KTBS WBRC WSGN KTHS WGBF WAVE WHO WWJ WMT KFYR KGBX WBOW WLW WTCN WREN WOW WKY WFDF KTSM WDSU KWK KPFA WCOL WDAF. To avoid local complications, scripts about NBC-Red shows and people will be sent to NBC-Red stations, those about Blue shows to Blue stations, and stations using programs of both nets will receive two scripts which can be edited to fit local schedules.

Toscanini on Tour

CONCERT tour in cities outside New York by the NBC Symphony Orchestra, under the direction of Arturo Toscanini, began Dec. 13 with the first concert given at the Mosque Theatre, Newark, under the auspices of the Griffith Music Foundation, for the benefit of the Essex Conference for Catholics, Jews and Protestants. Two other concerts have been definitely planned, in Baltimore Dec. 27 and in Boston Jan. 10, while negotiations are pending with several other cities within a short distance of New York.

STORY of Knute Rockne, famous Notre Dame coach, was dramatized on the Du Pont CBS program *Cavalcade of America* Dec. 5 and was carried by WFAM, South Bend, not ordinarily on the network, for students at Notre Dame and citizens of the town.

KOIL, Omaha, and WWNC, Asheville, N. C., will change network affiliations next spring, leaving NBC and joining CBS. KOIL, now a member of the basic Blue, will make the move April 26, and WWNC, which is affiliated with the Southwestern Group of NBC, will join CBS on June 1. Both stations were formerly on CBS.

JEAN ABBEY who broadcasts a talk for shoppers each Monday morning on WOR, Newark, sponsored by Crowell Publishing Co. for *Woman's Home Companion*, receives the congratulations of Walter Hoving, president of Lord & Taylor, New York department store, for her description of that store's Christmas features. Looking on are Funny Felix of the store's toy department, who was interviewed on the air by Miss Abbey, and Frank Braucher, WOR's vice-president in charge of sales.

Compete for WNYC Jobs

APPLICATIONS for three vacancies in the staff at WNYC, New York, are being filed between Dec. 7 and Dec. 25, with competitive examinations for the positions to be given soon after the first of the year. Vacancies are for radio publicity assistant, radio traffic assistant and radio operation assistant and are open to all ages, the first two requiring college graduates with a year's experience and the third available for a high school graduate with little or no previous experience.

Newcomb's Son

LELAND NEWCOMB, 23-year-old son of R. N. (Bill) Newcomb, official of WCOP, Boston, was informed recently that he probably will go to Catalina Island for spring training with the Chicago Cubs, National League champs. Young Newcomb had a brilliant minor and semi-pro record, compiling yearly batting records ranging from a .376 low to a .450 high.

Federal Group Projects RadioInstructionManual

PROFESSIONAL *Radio Manual of Instruction* for schools and colleges is being prepared by the staff of the Federal Theatre Radio Division, according to Evan Roberts, managing director. More than 100 colleges, through drama department heads and instructors in radio, have offered their cooperation. The 50-page mimeographed manual will contain a bibliography of the whole field of radio, Mr. Roberts said.

The Division during the spring or summer of 1939, will produce a students' program with scripts by undergraduates in college radio classes. The scripts will be chosen by a board of judges.

CBS has announced the affiliation of WBRY, Waterbury, Conn., effective Dec. 15. Operating with a power of 1,000 watts day and night on 1530 k. c., WBRY is available at a base rate of $125 per evening hour.

Carl Calman Appointed To BE WINS Manager

CARL CALMAN, for years a member of the sales staff of WINS, New York, has been appointed resident manager of the station, filling the vacancy left by the resignation Dec. 5 of A. A. Cormier. Appointment was made by E. M. Stoer, comptroller of Hearst Radio, owner of WINS. Station has been sold to Milton Biow, president of the Biow Co., New York advertising agency, subject to FCC approval, but will continue to operate under its present general policy until the transfer of ownership has been approved by the FCC, Mr. Stoer said.

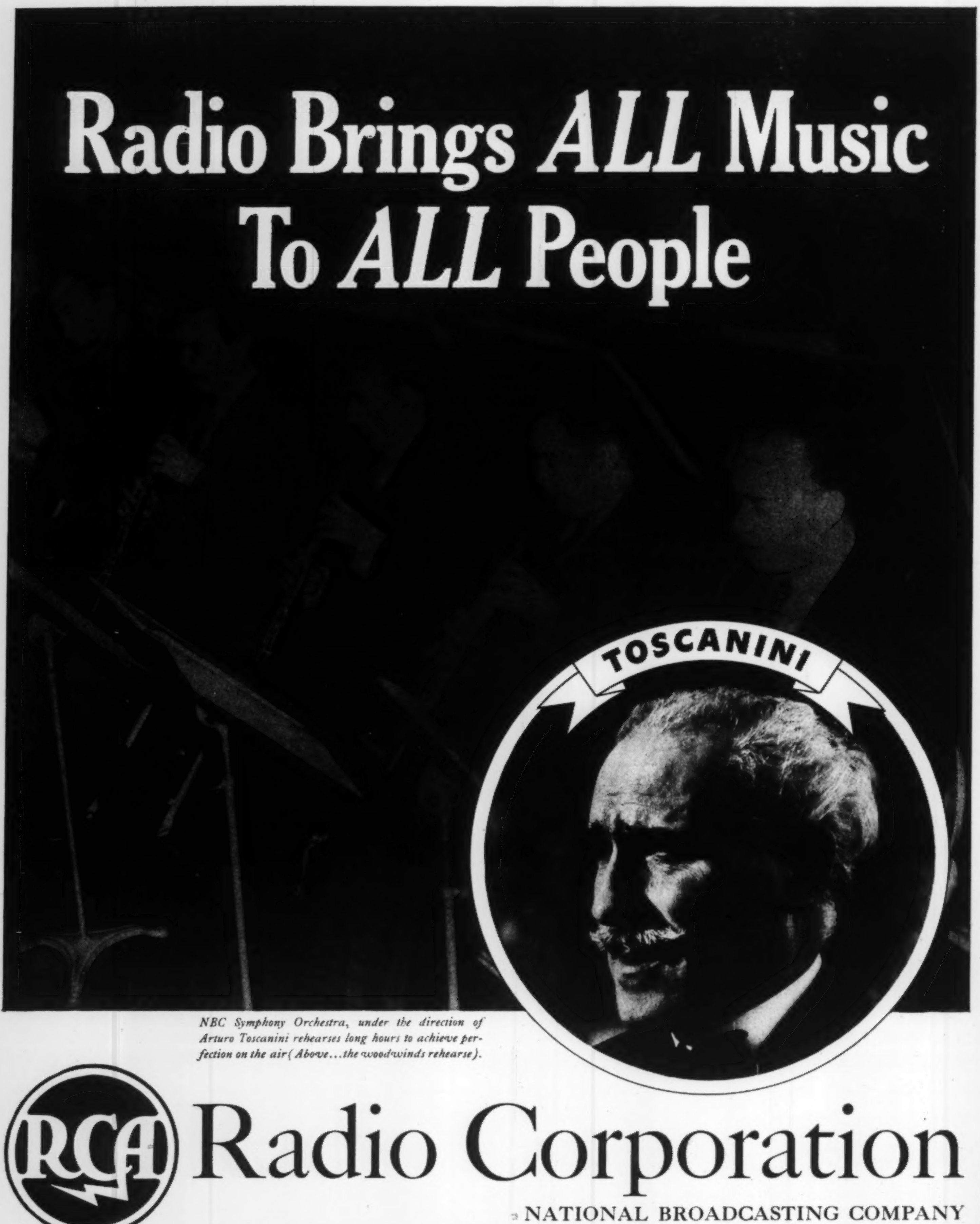
A. B. Schillin, sales manager of WINS, on Dec. 7 sold his contract to Hearst Radio, and is expected to announce his resignation shortly. Dorsey Owings, special events director of the station, resigned on Dec. 5, and the following members of the station's personnel have also left the staff: Jack Combs, musical program director; Louis Tappe, continuity director; Lorraine Reilley, secretary to Mr. Cormier, and Rosalind Sherman, commentator. Positions are filled by Hazel Bower, program director; Robert Cotton, production manager; Al Grobe, publicity director, and Louis Katzman, musical director.

BATTLE between publicity man and radio scribe was analyzed comprehensively for students of the City College of New York radio course, directed by Dr. Seymour Siegel, on Dec. 14 when G. W. Johnstone, director of public relations and special features at WOR, Newark, and Joseph Ranson, radio editor of the *Brooklyn Eagle*, discussed opposing sides.

Nature gently cloaks the peaceful countryside with her royal robe of ermine. Night falls and Man rests. Yet through the still night, the miracle of radio brings cheer and warmth to countless homes. It is our privilege to be part of Radio: It is our privilege to wish you ... and bring you ... a more abundant year.

WSYR *of Syracuse*
WJTN *of Jamestown*
WNBX *of Springfield, Vt.*

Radio Brings *ALL* Music To *ALL* People



NBC Symphony Orchestra, under the direction of Arturo Toscanini rehearses long hours to achieve perfection on the air (Above...the woodwinds rehearse).

RCA Radio Corporation

NATIONAL BROADCASTING COMPANY
R.C.A. COMMUNICATIONS, INC. • RCA INSTITUTES, INC.

WHILE RADIO has made outstanding contributions to American culture through educational programs, great plays, news broadcasts, political broadcasts, and scores of other informative programs . . . radio's supreme contribution is music. Before the days of radio, few were able to hear the music they liked, still fewer to hear the foremost artists. Now you who work in radio, under the American system of broadcasting and network programs, have vastly stimulated interest in music both among those who listen and those who play or sing. You have done this by bringing music into virtually all homes.

Consider, for example, the musical contributions of the National Broadcasting Company, one member of the family of RCA! It is generally conceded that the most brilliant musical accomplishment of radio is the NBC Symphony Orchestra, under the leadership of the great Maestro Arturo Toscanini. And this is but one of the organizations which play great music for NBC listeners.

Another member of the family of RCA, RCA Victor, manufactures fine radio instruments that enable thousands to hear the music they love at its best. And through Victor and Bluebird Records, RCA Victrolas, and inexpensive RCA Victrola Attachments, RCA Victor offers to all the opportunity to repeat the music they want when they want it.

Truly... giving everyone the music he wants is one of the major considerations of the Radio Corporation of America. Whether his tastes run to symphony or swing ... the average American can look to RCA at all times for his kind of music.

All who work in broadcasting today can be proud of the job your industry has done in making music increasingly important in the cultural scheme of things in America.

Listen to the "Magic Key of RCA" every Sunday, 2 to 3 P. M., E. S. T., on the NBC Blue Network.

of America

RADIO CITY
NEW YORK
U. S. A.

RCA MANUFACTURING COMPANY, INC.
RADIOMARINE CORPORATION OF AMERICA

Radio Lets the Nation Enjoy U. S. Army, Navy and Marine Bands

CAPT. THOMAS F. DARCY, JR.
Leader U. S. Army Band

LIEUT. CHARLES BENTER
Leader U. S. Navy Band

CAPT. TAYLOR BRANSON
Leader U. S. Marine Band

☆

Every village has its band, but Uncle Sam's Army, Navy and Marine Bands rank with those great concert bands which have glorified brass music.

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WOR, Newark

Remington Rand, New York (General Shaver, portable typewriters), 3 *sp* weekly, thru BBDO, N. Y.

Sachs Quality Furniture, New York, 2 *sp* weekly, thru Neff-Rogow, N. Y.

Gordon Baking Co., Detroit (Silver Cup bread), 3 *sp* weekly, thru Young & Rubicam, N. Y.

Hoffman Beverage Co., Newark, 6 *sp* weekly, thru BBDO, N. Y.

Nell Vinick, New York (Drezma beauty products), 3 *sp* weekly, direct.

National Porcelain Co., Trenton, N. J. (ash trays), 5 *sp* weekly, thru Chas. Dallas Reach Co., Newark.

Provident Loan Society of New York, 3 *sp* weekly, thru McCann-Erickson, N. Y.

International Vitamin Corp., New York (I. V. C. Vitamin Pearls), weekly *sp*, 6 *sa* weekly, thru Bisberne Adv. Co., Chicago.

Barbasol Co., Indianapolis, 2 *sp* weekly, thru Erwin, Wasey & Co., N. Y.

R. B. Semler, New York (Kreml hair tonic), 2 *sp* weekly, thru Erwin, Wasey & Co., N. Y.

Loft Inc., Long Island City (candy), weekly *sp*, thru White-Lowell Co., N. Y.

B. T. Babbitt & Co., New York, 5 *sp* weekly, thru Blackett-Sample-Hummert, Chicago.

KSO, KRNT, WMT, Des Moines, Waterloo

Employers Mutual Casualty Co., Des Moines, 26 *sp*, thru Fairall Adv. Agency, Des Moines.

Rolascreen Co., Pella, Ia., 13 *sa*, thru L. W. Ramsey Co., Davenport.

Seidletz Paint & Varnish Co., Kansas City, 13 *sa*, thru Barrons Adv. Agency, Kansas City.

Zerbst Pharmacal Co., St. Joseph, Mo., *sa* series, 26 weeks, thru Barrons Adv. Agency, Kansas City.

Smith Brothers, Poughkeepsie (cough drops), 5 *sa* weekly, thru Brown & Tarcher, N. Y.

Arco Tubular Skate Co., Endicott, N. Y., 3 *sp*, thru Gussow-Kahn Co., N. Y.

KNX, Hollywood

Washington Cooperative Egg & Poultry Assn., Seattle (Lynden Chicken products), 3 *sa* weekly, thru Birchard Co., Seattle.

Remington-Rand, Buffalo (shavers, typewriters), 6 *sp* weekly, thru BBDO, N. Y.

Firestone Tire & Rubber Co., Akron (tires), 2 *t* weekly, thru Sweeney & James Co., Cleveland.

Coast Federal Savings & Loan Assn., Los Angeles (investments), 5 *sp* weekly, thru Elwood J. Robinson Co., Los Angeles.

WTMJ, Milwaukee

Calavo Growers of Cal., Los Angeles, 52 *sa*, thru Lord & Thomas, Los Angeles.

Maytag Co., Newton, Ia., 13 *sa*, thru McCann-Erickson, Chicago.

Chrysler Corp., New York (Dodge), 4 *ta*, thru Ruthrauff & Ryan, N. Y.

Remington-Rand, New York (shaver), 13 *sa*, thru BBDO, N. Y.

WHO, Des Moines

Sam Morris, Del Rio, Tex. (Voice of Temperance), 1 *sp*, direct.

Wander Co., Chicago (Ovaltine), 156 *ta*, thru Blackett-Sample-Hummert, Chicago.

Mid-Continent Petroleum Corp., Tulsa, 365 *sp*, thru R. J. Potts & Co., Kansas City.

Quaker Petroleum Co., Omaha, 12 *sa*, thru Beaumont & Hohman, Omaha.

E. I. duPont de Nemours & Co., Wilmington, Del. (Cel-O-Glass), 13 *sa*, thru BBDO, N. Y.

J. A. Folger Co., Kansas City (coffee), 260 *t*, thru Gardner Adv. Co., St. Louis.

KDYL, Salt Lake City

Maytag Co., Newton, Ia. (washing machines), *sa* series, thru McCann-Erickson, Chicago.

Arco Tubular Skate Corp., Endicott, N. Y., 2 *sp*, thru Gussow-Kahn, N. Y.

Sheaffer Pen Co., Fort Madison, Ia., 32 *sa*, thru Russell M. Seeds Co., Chicago.

Peter Paul Inc., Naugatuck, Conn. (candy), 12 *ta*, thru Emil Brisacher & Staff, San Francisco.

KHJ, Los Angeles

Associated Fur Wholesalers Inc., Los Angeles (furs), 3 *sp* weekly, thru Nellie Walsh Adv. Service, Los Angeles.

Royal Typewriter Co., New York (typewriters), 6 *sa* weekly, thru Buchanan & Co., N. Y.

Bathasweet Corp., New York (Bathasweet), 3 *sa* weekly, thru H. M. Kiesewetter Adv. Agency, N. Y.

WDBJ, Roanoke, Va.

Miles Laboratories, Elkhart, Ind. (Alka-Seltzer), 3 weekly *t*, thru Wade Adv. Agency, Chicago.

Streitmann Biscuit Co., Cincinnati (crackers), 3 *sp* weekly, thru Harry M. Miller Inc., Cincinnati.

WHN, New York

General Shaver Co., New York (electric shavers), 4 *sa* weekly, 4 weeks, thru BBDO, N. Y.

KGO, San Francisco

Manhattan Soap Co., New York (Sweetheart), weekly *sa* and *sp*, thru Milton Weinberg Adv. Co., Los Angeles.

Electric Appliance Society of N. Cal., San Francisco, 6 *sa* weekly, thru Jean Scott Frickelton, San Francisco.

Feltman & Curme Shoe Stores Co., Chicago, 6 *sp* weekly, thru McJunkin Adv. Co., Chicago.

Minnesota Consolidated Canneries, Minneapolis (Butter Kernel Corn & Peas), weekly *sp*, thru Long Adv. Service, San Francisco.

KFRU, Columbia, Mo.

Charlie Cook Corp., New York, 13 *t*, thru H. C. Morris, N. Y.

Akron Lamp & Mfg. Co., Akron, 13 *sa*, thru Guenther-Bradford, Chicago.

Faultless Starch Co., Kansas City, 52 *ta*, thru Ferry-Hanly Co., Kansas City.

Candid Eye, Philadelphia (magazine), *sa* series, thru Albert Kircher Co., Chicago.

CKNX, Wingham, Ont.

Imperial Tobacco Co., Montreal (Sweet Caporal cigarettes), 50 *t*, thru Whitehall Bcstg., Montreal.

Bayer-Semesan Co., Wilmington, Del. (Ceresan), 40 *sa*, thru Thompson-Koch Co., Cincinnati.

Pincombe Flour Mills, Strathroy, Ont., 3 *sp* weekly, thru Ardiel Agency, Toronto.

Chainway Stores, Toronto, weekly *sp*, direct.

KSFO, San Francisco

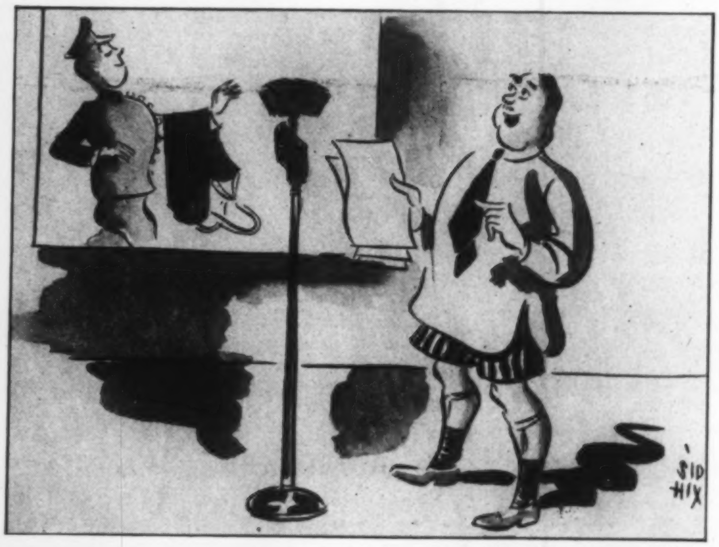
Hinds & Co., New York (cosmetics), 10 *sa* weekly, thru William Esty & Co., N. Y.

Lynden Chicken Products, Seattle (Lynden Chicken Soup), 3 *sa* weekly, thru Burchard Co., Seattle.

Oxo Ltd., Montreal (Oxo Beef Cubes), 5 *sa* weekly, thru Platt-Forbes, N. Y.

KJBS, San Francisco

Guaranty Union Life Insurance Co., Los Angeles, *sa* weekly, thru Allied Adv. Agencies, San Francisco.



Drawn for BROADCASTING by Sid Hix

"And When I Say the Ace Valet Service Can Press Your Clothes in Record Time, I Know What I'm Talking About!"

WNAX, Yankton, S. D.

Durkee-Atwood Co., Minneapolis (auto accessories), 13 *ta*, thru Graves & Associates, Minneapolis.

Foley & Co., Chicago (proprietary), 3 *sp* weekly, thru Lauesen & Salomon, Chicago.

Gardner Nursery Co., Osage, Ia., 6 *t* weekly, thru Northwest Radio Adv. Co., Seattle.

Pioneer Hi-Bred Corn Co., Des Moines, 3 *sp* weekly, thru R. J. Potts & Co., Kansas City.

Smith Brothers, Poughkeepsie, N. Y. (cough drops), 100 *sa*, thru Brown & Tarcher, N. Y.

Arco Tubular Skate Corp., Endicott, N. Y., 3 t, thru Gussow-Kahn, N. Y.

F. A. Stuart Co., Marshall, Mich. (proprietary), 6 weekly *sp*, thru Benson & Dall, Chicago.

WGN, Chicago

General Shaver Corp., Bridgeport, Conn. (Remington-Rand electric shavers), 3 *sa* weekly, thru BBDO, N. Y.

Practical Diesel Training Co., Chicago, weekly *sa*, thru Rickerd, Mulberger & Hicks, Milwaukee.

Aurora Laboratories, Chicago, 6 *sp* weekly, thru Erwin, Wasey & Co., N. Y.

Peter Fox Brewing Co., Chicago, 3 *t* weekly, thru Schwimmer & Scott, Chicago.

WLS, Chicago

Bayer-Semesan Co., Wilmington, Del. (seed disinfectants), 6 *sa* weekly, thru Thompson-Koch Co., Cincinnati.

Cleveland Cleaner & Paste Co., Cleveland (wall paper cleaner), 6 *sa* weekly, thru Campbell-Sanford Adv., Cleveland.

Hemphill Diesel Schools, Chicago, *sp* weekly, thru Critchfield & Co., Chicago.

CFCO, Chatham, Ont.

Tuckett Tobacco Co., Hamilton, 6 *sp* weekly, 6 *sp* weekly, thru MacLaren Adv. Agency, Toronto.

Richard Glass Co., Toronto, 13 *sa*, thru All-Canada Radio Facilities, Toronto.

Radio College of Canada, Toronto, 3 *sp* weekly, 4 *sa*, thru R. C. Smith Agency, Toronto.

Imperial Tobacco Co., 5 *t* weekly, thru Whitehall Bcstg., Montreal.

W. K. Buckley Ltd., Toronto, *sa* series, thru All-Canada Radio Facilities, Toronto.

St. Lawrence Starch Co., Toronto, weekly *sp*, thru McConnell, Eastman & Co., Toronto.

KPO, San Francisco

Electric Appliance Society of N. Cal., San Francisco, 6 *sa* weekly, thru Jean Scott Frickelton Agency, San Francisco.

Manhattan Soap Co., New York (Sweetheart Soap), weekly *sa*, thru Milton Winberg, Los Angeles.

Bathasweet Corp., New York (Bathasweet), 3 weekly *sp*, thru H. M. Kiesewetter Adv. Agency, N. Y.

KMPC, Beverly Hills, Calif.

Benj. Franklin Life Assurance Co., Los Angeles (insurance), 6 *t* weekly, thru E. Lehr Agency, Los Angeles.

Firestone Tire & Rubber Co., Akron, 30 *sa* weekly, thru Sweeney & James Co., Cleveland.

Pacquin Inc., New York (hand cream), 6 *sa* weekly, thru Wm. Esty & Co., N. Y.

Star Outfitting Co., Los Angeles (wearing apparel), 130 *sa* thru Allied Adv. Agencies, Los Angeles.

WGAR, Cleveland

Chrysler Corp., Detroit (Dodge motors), 4 *sa* weekly, thru Ruthrauff & Ryan, N. Y.

Samuel Stores, New York (chain clothiers), 35 *sa* weekly, thru Sawdon Co., N. Y.

WHN, New York

Musebeck Shoe Co., Danville, Ill., 3 *sa* weekly, 13 weeks, thru Leighton & Nelson, Schenectady, N. Y.

Radio Advertisers

VALDOR LABORATORIES, French cosmetic manufacturers who have opened a New York factory to supply American trade, have appointed Meldrum & Fewsmith, Cleveland, to handle all advertising and merchandising. The introductory campaign includes radio, newspaper and magazine advertising.

TOASTED WHOLE WHEAT Co., Toronto (cereals), has started three-weekly transcriptions on CKCL, Toronto; and four-daily transcriptions on CKOC, Hamilton, Ont. Richardson-Macdonald Adv. Service, Ltd., Toronto, handles the account.

FIRESTONE TIRE & RUBBER Co., Akron (tires & tubes), a consistent user of radio, as part of its national campaign, during the week of Dec. 11 started for 52 weeks, using the twice-weekly quarter-hour transcribed series, *Voice of the Farm*, on eight Western stations—KNX KPO KGW KOMO KSL KOA KHQ KTAR. Agency is Sweeney & James Co., Cleveland.

AURORA LABORATORIES, Chicago (Clear-Again cold remedy), on Dec. 5 started *Early Bird*, quarter-hour early morning live show six weekly on WGN, Chicago. The firm is using spot announcements on about 35 stations on a national basis. Featured on the WGN show is Holland Engel, radio director of Erwin, Wasey & Co., Chicago, which agency's New York office handles the account.

FIDELIO BREWERY, New York, on Dec. 2 started a campaign of nine spot announcements weekly on WHN, New York, 14 spot announcements weekly on WNEW, New York, and an hour program from 12 midnight to 1 a. m. on WHOM, Jersey City. Account is handled by Federal Transcribed Programs, New York.

MINNESOTA Consolidated Canneries, Minneapolis (Butter Kernel corn & peas) recently launched a series of five-minute participations on the *Home Forum* of KGO, San Francisco. Account placed through Long Adv. Service, San Francisco.

DR. A. W. CHASE MEDICINE Co., Oakville, Ont., starts early in January a one-minute dramatized spot transcription series on a large number of Canadian stations. Recordings were made by Dominion Broadcasting Co., Toronto, and account was handled by Ardiel Adv. Agency, Toronto.

CONSOLIDATED CIGAR Corp., New York, on Dec. 5 started a thrice-weekly news program on WHOM, Jersey City, on behalf of Harvester Cigars. Program, featuring C. Israel Lutsky, news commentator in Yiddish, is heard Mondays, Wednesdays, and Fridays, 7-7:15 p. m. Erwin, Wasey & Co., New York, handles the account.

McKENZIE MILLING Co., Quincy, Mich. (pancake flour), has reinstated a daily series of transcribed spot announcements on six Midwestern stations, following the recent suspension. John H. Dunham Co., Chicago, is agency.

CLUETT, PEABODY & Co., New York (Sanforized shirts), on Jan. 9 will add WWJ, Detroit, to its quarter-hour program of shopping gossip, now heard on WCAU, Philadelphia. Young & Rubicam, New York, is in charge.

CARNATION Co., Milwaukee (Carnation Milk), on Jan. 1 will renew its *Jewish Philosopher* program for 52 weeks on WHOM, Jersey City. Erwin, Wasey & Co., New York, handles the account.

DR. PEPPER Bottling Co., San Antonio, is sponsoring *The Pepperettes* thrice-weekly on WOAI, San Antonio, Tuesday, 10 a. m., Friday, 4 p. m., and Sunday, 2 p. m.

Wordless Letter

A FORM letter with personally typed address and salutation, followed by three blank lines, and signed by Theodore W. Herbert, of the WOR sales department, recently drew a response from a New York agency which asked Mr. Herbert to call about an account. Mr. Herbert's wordless letter had a postscript which said: "What difference does it make? You wouldn't have answered me anyway. T. W. H."

CAMPBELL SOUP Co., Camden, N. J., on Jan. 2 starts two additional five-minute newscasts on WMAQ, Chicago, Monday and Tuesday. Ruthrauff & Ryan, Chicago, is agency.

WJJD-WIND, Chicago, broadcast 25 football games during the season just ended, 18 professional games sponsored by General Mills, and 7 collegiate games sponsored by Phillips Petroleum Co. On Dec. 11, WJJD aired the National Professional Football Championship game from New York under General Mills sponsorship. Russ Hodges handled the New York Giants vs. Greenbay Packers from New York.

POULTRY TRIBUNE, Mt. Morris, Ill. (magazine), will start a spot campaign in selected markets soon after Jan. 1. The recent campaign on 12 stations [BROADCASTING, Nov. 1] has been discontinued. Albert Kircher Co., Chicago, is agency.

NATIONAL DRUG & CHEMICAL Co. of Canada, Montreal, has started a three-daily announcement campaign on CKCL, Toronto. A. McKim Ltd., Montreal, placed the account.

ROSICRUCIAN BROTHERHOOD, San Jose, Cal. (religious), frequent user of radio, on Jan. 10 starts for 26 weeks, a weekly quarter hour transcribed program, *Mysteries of Life*, on 3 California Don Lee network stations (KHJ, KGB, KFRC). Other stations will also be used. List is now being made up. Agency is Richard Jorgensen Adv., San Jose.

AUSTRALIAN GENERAL ELECTRIC Co., Sydney, Australia, thru Hansen-Rubensohn Agency, that city, has taken sponsorship of the dramatic series, *I Want A Divorce*, on 27 stations of Macquarie network and affiliates, with enactment by Macquarie Players. Series is currently sponsored on 8 CBS Pacific Coast stations by Sussman, Wormser & Co., San Francisco (S & W Coffee).

GENERAL FOODS CORP., New York, resumed Molly Picon's musical autobiography program *I Give You My Life* on WMCA, New York, beginning Dec. 6. The half-hour programs in behalf of Maxwell House Coffee are conducted in Yiddish on Tuesday evenings. Series was placed through Advertisers' Broadcasting Co., New York.

FRANKEL-ROSE Co., Chicago, has resigned the Sterling Insurance Co. and Si-Noze Co. accounts.

ASSOCIATED Hardware Wholesalers of Iowa have renewed sponsorship of *Hardware News*, heard daily except Sundays at 7:15 a.m., on WHO, Des Moines, for the fourth consecutive year, effective Jan. 2. Members of the group include Brown-Camp Hardware Co., Luthe Hardware Co., Des Moines, and Cutler Hardware Co., Waterloo. Agency is R. J. Potts & Co., Kansas City.

BATHASWEET Corp., New York (Bathasweet), following a two-week test campaign on KPO, San Francisco, has signed a 52-week contract with the station for three news broadcasts a week by Bob Anderson. H. M. Kiesewetter Adv. Agency, New York, handles the account.

JACOB RUPPERT BREWING Co., New York, on Dec. 20 renews its musical program *Relaxation Time* for 13 weeks on WEAF, New York. Lennen & Mitchell, New York, is agency.

PEPSODENT Co., Chicago (mouth wash), will discontinue sponsorship of the five weekly quarter-hour afternoon dramatic serial, *Candid Lady*, on 5 NBC-Pacific Red network stations, following the Dec. 19 broadcast. Agency is Lord & Thomas, Chicago.

PETER FOX BREWING CO., Chicago, has started *I Want A Divorce*, a quarter-hour Sunday afternoon disc series on WGN, Chicago. Show dramatizes actual divorce case records and is handled through Press Radio Features, that city. Expansion is planned, according to Schwimmer & Scott, Chicago, agency in charge.

ERNEST GRISSOM Inc., Texas firm is sponsoring *Famous Jury Trials*, Mutual's cooperatively sponsored weekly program, on KRBC, Abilene, and KGKB, Tyler, Tex.

RADIO sets for Christmas presents are promoted in one-minute announcements broadcast daily by WFAA, Dallas.

TRANSCRIBED PROGRAMS

For the Low Budget Account

Programs of proven ability that have established audience acceptance at a cost that must prove profitable.

Send for complete Catalogue

CHARLES MICHELSON

545 FIFTH AVENUE NEW YORK

THE VOICE OF MISSISSIPPI

WJDX

5000 Watts

JACKSON

N.B.C.

48 PLUS 14 = 62!

Arithmatic equation? More than that. It's the signal to revise your population figure for Jackson!

According to the 1938-1939 City Directory just compiled, Jackson's population is NOW 62,124 as compared with 48,282 (Federal Census) in 1930.

When a city shows an overall growth of nearly 30 per cent in eight years it's time to do something about it.

You'll be wise to take action now. Invest more of your advertising dollars with WJDX—Mississippi's Dominant Radio Station!

Owned and Operated By

LAMAR

LIFE INSURANCE

COMPANY

JACKSON MISSISSIPPI

"George, Old Fellow

—I want to tell you something I get a real kick out of: WWVA was recommended to the client strictly on my sponsorship, and here's the payoff: We are going to cancel out on a lot of the other stations and yours will be the only (underscoring not ours) one we'll keep out of the bunch. We're very much pleased with the way WWVA is doing."

We can't begin to write copy with the sock that the above quotation from a letter by an advertising agency executive has. Out of courtesy to the organization and persons involved, we omit names, but the facts are "cross-my-heart" truth. To us they mean a whale of a lot, because, after all, it's what the buyer thinks that weighs most.

May we get in the gutter of the hackneyed and top off with—"Let your conscience be your guide"!

National Representatives

JOHN BLAIR & CO.

NEW YORK . . . CHICAGO

DETROIT . . SAN FRANCISCO

Columbia Station

5,000 WATTS

WWVA

Agencies

RADIO department of H. W. Kastor & Sons Adv. Co., Chicago, is being reorganized following the resignation of M. H. Petersen Dec. 3 as radio director. It is understood that Robert G. Jennings, formerly WLW-WSAI general sales manager who joined the Kastor agency in September as account executive, will head the radio department. Harry K. Richardson and Peter Kurtzer will continue in the Kastor radio department.

DONALD S. SHAW, radio director of McCann-Erickson Inc., New York, has resigned effective Jan. 1. He has not announced his future plans nor has the agency appointed his successor.

ADDISON SMITH has joined Benton & Bowles, Hollywood staff, as an assistant on radio production. He was formerly a writer for New York and Chicago network programs.

JOHN G. BROOKS, former assistant to Comdr. E. F. McDonald Jr., president of Zenith Radio, on Jan. 1 becomes head of the sales contest and premium division of Tracy-Wells Co., Columbus, O.

JOHN BLACK, textile publicist and for ten years merchandising editor of *Textile World*, resigned Nov. 25 to join J. M. Mathes Inc., New York advertising agency.

CROWN ADVERTISING Inc., New York, of which Oscar Kronenberg is president, has moved from 342 Madison Ave., New York, to 26 Willoughby St., Brooklyn.

LANG-WORTH
planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

•

LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

PETTINGELL & FENTON, New York, and L. H. Hartman Co., New York, on Dec. 1 merged to form a new agency Hartman & Pettingell, with offices in the present Hartman headquarters at 444 Madison Ave., New York, until after Jan. 1 when a move to larger offices is planned. L. H. Hartman is president of the new agency and Atherton Pettingell and Fleur Fenton (Mrs. Pettingell) are vice-presidents and directors.

CAPLES Co., having increased its Los Angeles staff, has also taken additional office space at 412 W. 6th St., that city. Firm has added Leo Meehan to its radio department to write a new series of programs for Union Pacific Railroad Co.

BRAD SIMPSON, formerly of Neisser-Meyerhoff and more recently of the production department of Blackett-Sample-Hummert, Chicago, has been named radio director of John H. Dunham Co., that city, sharing the agency's radio activities with Haan Tyler, time buyer.

HARRY O'NEIL, for many years general manager of Consolidated Drug Trade Products, Chicago, has been elected secretary-treasurer of Benson & Dall, Chicago agency. He will continue as account executive and general manager of Consolidated, whose business is placed through Benson & Dall. Roland J. Dooley, vice-president of the agency, has been advanced to the presidency and William Goes, for the last two years in charge of copy and production, has been elected a vice-president of the agency. Helga Wernblad has been named secretary to Mr. Dooley, replacing Evelyn Copeland, resigned.

HERTHA SAMUELS, former advertising and promotion manager of the Palmer House Co., Chicago, will join Goodkind & Morgan, Chicago agency, as account executive effective Jan. 1.

NORMAN LIVINGSTON, vice-president in charge of radio, *Redfield-Johnstone*, New York, is in Hollywood conferring on two network shows.

TOM WRIGHT, formerly on the M-G-M, Hollywood, exploitation staff, has joined Young & Rubicam Inc., that city, to handle publicity for the Gulf Oil Corp., new show which starts on CBS Jan. 8.

KEN DOLAN, executive of Dolan & Doane Inc., Hollywood radio talent agency, is in New York for conferences on a proposed new sponsored network show. He returns to his desk Dec. 23.

JOHN GORDON, of the radio department of Ruthrauff & Ryan, New York, and director of the *Major Bowes Hour*, has been appointed producer of the *Professor Quiz* program, sponsored by Noxzema Chemical Co.

"Hmm, 'Most everybody seems to listen to CKAC in this part of Canada!"
CKAC, Montreal (Canada's Busiest Station)

John C. Dowd Agency

CORPORATE name of Dowd & Ostreicher, Boston advertising agency, was recently changed to John C. Dowd Inc., and the firm has moved to new quarters in the Park Square Bldg., Boston. Staff includes John C. Dowd, president; Dwight W. Norris and C. B. Meagher, account executives; Arch Ferran, art director; William Taylor, production manager; Mary V. Abbott, secretary-treasurer, and Alice G. McPhee, experienced newswriter. The agency serves Atlantic Coal Co., Harvard Brewing Co., New Haven Railroad, C. G. Howes Co., Commonwealth Fund, Soapine, Whitty Stokers, and National Leather Mfrs. Assn.

Market Data Book

VOLUME VII-b of *Market and Newspaper Statistics* has just been released by the American Association of Advertising Agencies, New York. It deals with the 65 cities over 100,000 population in the United States and Canada in which newspapers were audited to March 31 and June 30, 1938. Included are latest figures on population, number of families, English reading persons (English speaking persons for Canadian cities), income tax returns, audited newspaper circulations, lineage, retail rates, general rates, the differential between retail and general rates, and an analysis of those sections of ABC Audit Reports which deal with circulation inducements.

Rural Survey Ready

ALTHOUGH no date has been set for the next meeting of the Joint Committee on Radio Research, the rural survey conducted by this group will be published shortly, according to John Benson, head of the committee as well as president of the American Association of Advertising Agencies. Report on the survey is now being sent to JCRR members for their approval and its publication is expected before the end of the year.

COLORADO SPRINGS Legionnaires were entertained recently by a personal appearance of the *Behind the Eight Ball* program of KVOR, in which announcers are put on trial for blunders on the air. Lloyd R. Allen, local commander, paid a high tribute to KVOR and its staff in an article appearing in the *Pikes Peak Legionnaire*.

WKZO
KALAMAZOO
GRAND RAPIDS
BATTLE CREEK

590
On the dial

1000
Watts

Michigan's No. 1 Test Market

Representative: HOWARD H. WILSON CO.
CHICAGO • NEW YORK • KANSAS CITY

Tom Harrington Named Y & R Radio Director

Mr. Harrington

THOMAS F. HARRINGTON, manager of the Hollywood office of Young & Rubicam, on Dec. 9 was named radio director of the agency and will take up his new duties in New York Jan. 1. Experienced in all phases of commercial radio, Mr. Harrington also has a general advertising background. He succeeds D. D. Stauffer, resigned.

Joining Young & Rubicam in 1933 as a radio production man, Mr. Harrington has headed the agency's West Coast office since 1935. During the last three years he has supervised programs originating in Hollywood and has been in charge of the *Jack Benny-Jello* program since its inception in 1934. In this time he has supervised series for General Foods, Packard Motor Car Co., International Silver Co., Gulf Oil Corp., Borden Co., Langendorf Bakeries.

CMQ Joins NBC

CMQ, Havana, has joined NBC as the network's 166th affiliate station and the fifth foreign one. Not counting KGU, Honolulu, NBC's foreign affiliates are CBF, CBM and CFCF, Montreal, and CBL, Toronto. Network rates for CMQ, which uses 25,000 watts on 1010 kc., are $200 an hour, $120 a half-hour and $80 a quarter-hour, day or evening. Rate includes all transmission facilities, but not extra announcing or translating services. Because the station will not accept competitive advertising, network programs advertising products rivaling RCA radios, Colgate-Palmolive-Peet soap and dentrifice, Fleischmann's yeast, Phillips magnesia products, Wesson cooking oils, Sherwin - Williams paints, Leonard refrigerators and local beer and cigarettes may not be broadcast on CMQ. COCQ, short-wave station of CMQ, which covers Central America and the northern part of South America in addition to Cuba, also carries most of CMQ's programs. COCQ broadcasts with 1,000 watts on 9740 kc.

WILTON E. HALL, owner of WAIM, Anderson, S. C., while a breakfast guest of Gov. Olin Johnston of South Carolina during President Roosevelt's visit at the Governor's mansion, presented the President with a set of handsome bookends made at Clemson College from timber on the grounds of the John C. Calhoun home.

The Northwest's Best
Broadcasting Buy

WTCN
AN NBC STATION
MINNEAPOLIS ST. PAUL

Owned and Operated by
MINNEAPOLIS TRIBUNE
AND ST. PAUL DISPATCH-
PIONEER PRESS

FREE & PETERS, INC. — Natl. Rep.

TRANSCRIPTIONS

WORLD Broadcasting System has issued two half-hour holiday transcriptions to the subscribers to its library service. One is a dramatic show, *Christmas Comes to Tommy*, the other a program of Yuletide music performed by the trombone choir of the Moravian Church, the Junior Bach Society, and the Beethoven Mannerchor of 85 voices, all from Bethlehem, Pa.

CHARLES MICHELSON, New York transcription company, reports the Mason Dixon Group, KDKA, WRC, and WCAU as recent subscribers to its *Speedy-Q* sound effects library and also that it has supplied its records to NBC, CBS and MBS for their holiday broadcasts.

JOHN STANNAGE, executive of Stannage, Ltd., Auckland, New Zealand, radio agency, now in the United States on company business, will headquarter in Los Angeles during January.

NBC has announced five new subscribers to its *Thesaurus* service: WBLY, Lima, O; WSTP, Salisbury, N. C.; WMRO, Aurora, Ill.; KBND, Bend, Ore.; WJLS, Beckley, W. Va.

MOST recent subscriber to World transcription library service is YV5RA-YV5RC, Caracas, Venezuela. KTRH, Houston, has become affiliated with the World Transcription System as its 51st station.

EDWIN A. PANCOAST Jr., formerly with Sound Reproductions & Transcriptions, New York, on Nov. 7 joined Federal Transcribed Programs, New York, as vice-president in charge of sales.

FENTON EARNSHAW, a director of Earnshaw Radio Productions, Los Angeles, accompanied by Mrs. Earnshaw, is scheduled to leave in late December for Honolulu and thence to Papeete for a year's writing.

JACK KAPP, president of Decca Records, is in Hollywood supervising cutting of a series of recordings and is scheduled to leave the West Coast Dec. 19 for his New York headquarters. David Kapp, Decca recording engineer, who accompanied him to Hollywood, has returned to New York.

MILT BLINK, of Standard Radio, Chicago, will sail with his family Dec. 22 from New Orleans for a month's vacation in Havana and Panama.

STANDARD RADIO announces the following stations have subscribed for its Standard Library service: CHML, Hamilton, Ont.; WAVE, Louisville; WKRC, Cincinnati; WJHL, Johnson City, Tenn.; KVNU, Logan, U.; KFDA, Amarillo, Tex.; KTSW, Emporia, Kan.; WCOV, Montgomery, Ala. Standard also announces new sound effects discs of airplane mass formation, surf, teletype printer, typewriters in slow and fast action.

KASPER-GORDON STUDIOS, Boston, are now sole owners and distributors of the department store toy promotion transcribed series, *Adventures in Christmas Tree Grove*, having bought the interest of Mertens & Price, Los Angeles production firm. The 15-episode quarter-hour series, has a complete merchandising setup.

E. L. BONNAN, Chicago office manager of Radio Transcription Co. of America, has also been placed in charge of sales for that territory succeeding J. M. Hayes, resigned.

RADIO TRANSCRIPTION Co. of America, Hollywood, will move to 1651 Cosmo St., Jan. 1, C. C. Pyle, president, announced.

RICHARD M. WEED AGENCY, Hollywood radio production and talent service, has moved to 8584 Sunset Blvd.

ENVY of Chicago radio people was Howard Wilson (right) who brought home the venison in late November near his lodge on Little Fork Lake, in northern Wisconsin. The two guides got one deer each, according to the head of Howard Wilson Co., station representatives. Many a table of Chicago radio and agency folk shared the adventure. Other reported successful deer huntsmen among the radio fraternity during recent weeks were G. Richard (Dick) Shafto, WIS, Columbia, S. C.; Bill Bivens, announcer of WBT, Charlotte; Louis Lamar, of WGN, Chicago.

Reps

GEORGE A. TITUS, commercial manager of CJRC, Winnipeg, is joining Inland Broadcasting Service, Winnipeg, recently formed station representative firm. Mr. Titus was formerly with the advertising departments of the *Manitoba Free Press* and the *Winnipeg Tribune*, and on the sales staff of All-Canada Broadcasting System.

HOWARD WILSON Co., Chicago, has signed with KSOO, Sioux Falls, S.D., for exclusive representation.

WIBC, Indianapolis, Ind., has named Gene Furgason & Co. exclusive representative.

GEORGE L. MOSKOVICS, Southern California manager of Radio Sales Inc., in Hollywood, is recovering from a leg injury received in his garden.

J. KENNETH LAIRD, former vice-president of Weco Products Co., Chicago, has been named account executive of Young & Rubicam, New York.

FOR 1939 LET

WBNS

Columbus

PUT PROFIT ON YOUR BOOKS

ALL YOU NEED IN CENTRAL OHIO

5000 Watts Day
1000 Night

JOHN BLAIR
Reps.

Preferred Every Time WBNS

AGENCY Appointments

ALFRED DUNHILL, London (cigarettes), to Wm. H. Rankin Co., N. Y. No radio plans yet.

CITY BREWING Corp., New York, to Wm. H. Rankin Co., N. Y.

L. BLAU & SONS, Long Island City, N. Y. (cleaners-dyers), to Jasper, Lynch & Fishel, New York. Radio advertising is planned after Jan. 1.

FIKANY SHOE Corp., Rochester, to Samuel G. Krivit Co., New York. No radio advertising planned for six months.

JOE LOWE Corp., New York (frozen Popsicles), to Biow Co., N. Y. Spot radio campaign now being planned.

LEHMAN Co. of America, Cannelton, Ind. (baby furniture), to John H. Dunham Co., Chicago.

CROWELL PUBLISHING Co., New York, on Dec. 1 appointed McCann-Erickson, New York, for *Woman's Home Companion*. Present radio schedules will continue.

WARING MIXER Corp., New York (drink mixer), controlled by Fred Waring, orchestra leader, to Campbell-Ewald Co., N. Y. Media plans are now being made.

TUPMAN THURLOW SALES Co., New York (Chatka Crabmeat), to Charles W. Hoyt Co., N. Y.

DRACKETT Co., Cincinnati (Drano-Windex), to Young & Rubicam, Chicago.

RIT PRODUCTS Corp., Chicago (Rit tints, dyes), to Young & Rubicam, N. Y.

SALTZ BROTHERS, New York (pens-pencils), to Metropolitan Adv. Co., N. Y.

KELLOGG Co., Battle Creek (corn flakes, rice krispies, bran flakes and all-wheat), to Toronto office of J. Walter Thompson Co.

FIKANY SHOE Corp., Rochester, to Samuel G. Krivit Co., N. Y. No radio advertising plans for six months.

CHENEY BROTHERS, New York (silk), to J. M. Mathes, N. Y.

STANDARD MILLING Co., Chicago (Ceresota, Heckers and Aristos flour), to Leo Burnett Co., Chicago. No radio planned at present.

SEASONETTES Inc., Hollywood (seasoning), to Glasser Adv. Agency, Los Angeles.

EISENDRATH GLOVE Co., Chicago, to Goodkind & Morgan, Chicago. Spot radio may be used.

LOS ANGELES SOAP Co., and White King Soap Co., Los Angeles (granulated soap), to Raymond R Morgan Co., Hollywood.

Fu Manchu Promotion

RADIO ATTRACTIONS, New York, gave a prehearing of its first production, *The Shadow of Fu Manchu*, to a group of advertising agency radio executives, station representatives, station managers and the trade press at a cocktail party at the Waldorf-Astoria Hotel, New York, on Dec. 7. Two episodes of the transcribed radio serial, which is a dramatized version of a Sax Rohmer story, were played for the audience, who were also told of the company's plan for helping stations and sponsors purchasing the program series to popularize the program by supplying them with tie-in promotion. In addition to the usual window and display cards and tickets to "The Radioside Theatre", the company offers *Fu Manchu* masks and picture buttons, fortune-telling incense, a Chinese key trick and a special radio edition of the story, as well as mats for use in advertising the program. Firm displayed its technique in the invitations to the affair, which were printed on dragon-decorated parchment scrolls and delivered by a Chinese man and girl garbed in flowing and colorful oriental costumes.

THE PICK OF THE
RADIO
STATIONS IN WESTERN CANADA

In Western Canada—
all these stations are
C.B.C. basic outlets.

In
Manitoba

CKY Winnipeg
is western Canada's Most Powerful Station
and
CKX Brandon
completes the Manitoba radio coverage.

In
Saskatchewan

The people listen to—
CKCK Regina
. . * delivers 82.7% of Regina Audience
CHAB Moose Jaw
. . * delivers 72.6% of Moose Jaw Audience
CKBI Prince Albert
. . * serving the Rich Wheat Lands of the North

In
Alberta

These three stations afford the only 100% coverage.
CJCA Edmonton
. . * delivers 70% of Edmonton Audience
CFAC Calgary
. . * delivers 65% of Calgary Audience
CJOC Lethbridge
. . * delivers 86% of Lethbridge Audience

In
British Columbia

For maximum coverage at minimum cost use
CKWX Vancouver
(not basic CBC)
CJAT Trail

Canadian Representatives
ALL-CANADA
RADIO FACILITIES
TORONTO - MONTREAL - WINNIPEG
CALGARY - VANCOUVER

U. S. Representatives
WEED & CO.
NEW YORK - DETROIT
CHICAGO - SAN FRANCISCO

*1938 SURVEY FIGURES

Studio Notes

DRAMATIC sketch of Manhattan's famous 52d Street, titled *Crosstown New York*, on Dec. 15 is having simultaneous premieres in America and England through a courtesy arrangement between CBS and BBC. A record of the broadcast as it is presented at the Columbia Workshop in New York was shipped via the *Queen Mary* to BBC headquarters in London where it will be put on the English airwaves the same day. The sketch, written by Travis Northrop Ingham, includes a verse picture of Broadway's lights contributed by Norman Corwin of the CBS staff.

KSRO, Santa Rosa, claims a beat in Northern California radio on Nov. 29 when it broadcast a first-hand account of the wreck of the United Airlines mainliner which wrecked on the Pacific near Point Reyes. Manager Wilt Gunzendorfer sent Gil Laing and Bob Nichols to the scene with a portable unit. Since no telephone lines were available they raced to Inverness, a short distance away, where they found power facilities and told what transpired at the scene of the crash.

FOUR radio production companies operating on WBNX, New York, have opened offices in the Melrose Central Bldg., which houses the offices and studios of the station, to facilitate program production. Languages represented are Spanish, Jewish, Italian, and Polish, operating respectively under the corporate titles of Consolidated Broadcasting Co., Native Language Advertising Service, Italian Radio Productions Co., and Polish Broadcasting Co.

MORE THAN 300 Des Moines orphans will be guests of WHO for the *Iowa Barn Dance Frolic* Dec. 17, visiting the big stage broadcast as part of the annual Christmas party given by the Pioneer Lodge F. & A.M. The *Frolic* produced in the Shrine Auditorium Saturdays, 8-10:15 p. m., by WHO, is sponsored by Mantle Lamp Co., Murphy Products Co., Flex-O-Glass Co., International Truck dealers and McCormick-Deering farm machinery dealers.

COMMITTEE, headed by Harry Davis, philanthropist, was recently formed with the aim of nominating John J. Anthony, mentor of Mutual's program *Good Will Hour* heard for Ironized Yeast, for the Nobel Peace Award for his work on behalf of enlightened humanity.

KDKA, Pittsburgh, along with the local Variety Club, the *Pittsburgh Press*, and WWSW, again sponsored the Milk Fund campaign to furnish milk to some 3,000 children in the charitable institutions of Allegheny County. Special programs were carried by both KDKA and WWSW, featuring talent from the stations and local entertainment spots, and with the assistance of civic leaders.

EDYTHE FERN MELROSE, newly-named commercial manager of WJW, Akron, announces that the station on Dec. 5 contracted for full United Press news service and that Bill Griffiths is handling four 15-minute newscasts daily.

BRIEF interviews with some of the refugees awaiting entry into the United States at Ellis Island, New York, on Dec. 18 will be the feature of a special and timely program on CBS, to be conducted by George Putnam, staff announcer.

NATIONAL LAWYERS' GUILD, New York, is conducting a series of half-hour weekly broadcasts on WMCA, New York. Prominent members of the Guild discuss *The Public Defenders in Criminal Cases*, with A. Mark Levien presiding as chairman of the forum.

Thrift at KFRO

TO ENCOURAGE thrift among employes, James R. Curtis, president of KFRO, Longview, Tex., has started a "bonus plan" by which station employes who have done outstanding work and have been with the organization for some time leave $1 of each semi-monthly payroll payment with the company, which matches this amount dollar-for-dollar and pays the full bonus at the end of the year, providing the employe does not voluntarily change employment meantime.

LIGHTFOOT ASSOCIATES Inc., industrial promotion and public relations service, has established new executive headquarters at 342 Madison Ave., New York. Newly-elected officers of the firm, of which Warren R. Lightfoot is president, include Milton Stern, vice-president; Walter Wagner, treasurer, and Marie Hughes, secretary. Grady & Wagner, advertising agency, is associated with the company.

WORL, Boston, from its booth at the Boston Million-Dollar World's Fair Dec. 5-10, broadcast highlights of the affair, billed as a preview of the New York exposition, originated several regular daily programs by remote control, displayed broadcasting equipment, and offered free voice recordings to spectators.

KSAM, Huntsville, Tex., is constructing a studio and control room at Sam Houston State Teachers College, where it plans to originate a daily hour variety show.

WSMB, New Orleans, recently saluted WWL with a half-hour musical-historical program to commemorate WWL's operation with 50,000 watts.

RADIO division of the Little Theatre of Syracuse, an outgrowth of summer radio classes at WSYR, Syracuse, recently began its first radio series, depicting the history of the theatre. Programs written, acted, and produced by the Little Theatre unit are carried weekly on WSYR.

ORIGINAL radio plays presented by the department of drama of Yale University are heard in a new weekly series, *The Listeners' Theater*, on MBS. Manuscripts are written by class members from the department's project in radio research.

KQV, Pittsburgh, carried a three-hour show Dec. 4 to commemorate the station's 17th birthday and celebrate its power rise from 500 to 1,000 watts full time.

HERE'S A MAGNET

That Draws.....

Canadian GOLD!

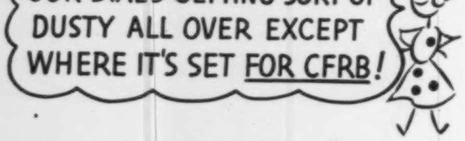
CFRB

TORONTO
ONTARIO

●When you place *your* program over CFRB, Toronto, you *know* you can be sure of an *immediate* audience in Canada's wealthiest market. In Ontario, admittedly the greatest buying market in Canada today, CFRB is the *favourite* radio station! Twelve years of unbiased service has taught Ontario listeners habitually to set their dials at 690 kilocycles—CFRB's wavelength.

And it's no idle boast. This popular coverage is not mere wishful thinking. As the latest example of CFRB's drawing power we offer the outcome of a survey conducted in October by a leading cosmetic manufacturer. This concern has for over two years been sponsoring a nightly fifteen minute local gossip potpourri, conducted by a woman for women! A survey in radio homes produced the startling evidence that this inexpensive feature was outpulling simultaneous NEWSCASTS (by established newspaper favourites) by more than 3 to 1! We offer this as merely another proof of CFRB's magnetic grip on Canada's wealthiest market!

An avalanche of letters from listeners gives daily confirmation of our statement that programs sponsored over CFRB, Toronto, Ontario, invariably reap staggering returns. Write now for complete details of CFRB's popular coverage in Canada's wealthiest market.


OUR DIAL'S GETTING SORT OF DUSTY ALL OVER EXCEPT WHERE IT'S SET FOR CFRB!

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THE KEY TO ONTARIO SALES!

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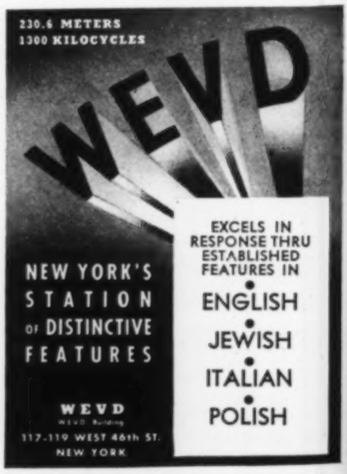

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I enclose $______FOR______GIFT SUBSCRIPTIONS

☐ Kindly send me your bill.

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10 GIFT SUBSCRIPTIONS	$15.00
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BROADCASTING MAGAZINE
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HENDRIK VAN LOON, noted author, explorer and lecturer, is acting as m.c. on the program *Refugee Theater of the Air* on WHN, New York, which started Dec. 2 with the aim of giving refugees an opportunity to display their talents on the air. The weekly program is presented in cooperation with the American Committee of German Christian Refugees, the Catholic Committee for German Refugees and the National Co-ordinating Committee for Jews and Christians.

THE Omaha Safety Council recently commended the weekly traffic accident recreations by students, sponsored by the Omaha Insurance Agency on WAAW, "for outstanding service in the promotion of safety."

MACQUARIE Broadcasting Services, Sydney, Australia, on Dec. 1 issued a new rate card for 2GB and the Macquarie network of 17 stations.

HOUSEHOLD hints and practical shopping advice to women listeners are featured on a new twice-weekly program, *At Your Service*, on WOR, Newark, and conducted by Mrs. Helen W. Dana, who has traveled extensively throughout America and Europe collecting scrapbooks of unique services.

THE *Newark News* Radio Club, Newark, N. J., is using WOR's ultra-high frequency transmitter, W2XJI, New York, for transmitting two weekly international broadcasts to its members abroad. The quarter-hour programs feature talks by outstanding members of the club speaking from the transmitter building at Carteret, N. J., or the Newark studios.

KGVO, Missoula, Mont., plans to move into its new studio and office building late in December, according to Manager Art Mosby. The modernistic front of the new building will be of ivory porcelain-enameled steel, with bright blue trim. Tom Atherstone, KGVO chief engineer, has completed construction of a new self-contained sound wagon, built to specifications of the KGVO production department.

INLAND Broadcasting Service, Winnipeg, for Western Canada, and Dominion Broadcasting Co., Toronto, for Eastern Canada, announce they have been appointed exclusive representatives in these regions for Du Maurier Productions, Sydney, Australia; Broadcast Enterprises, Ltd., London, England; Mertens and Price Inc., Los Angeles; and Twentieth Century Radio Productions, Hollywood.

CLEANERS & DYERS UNION, through Local 239, New York, sponsored a special half-hour program on WMCA, New York, Dec. 8 on behalf of the anti-Nazi drive which the union held that day. The broadcast, a regular commercial feature, was heard at 12 noon at all the district meetings in session at that hour so that members might listen.

CBY, Toronto, noncommercial CBC station, has been used commercially since Dec. 5 in an emergency by J. B. Williams Co. (Canada) Ltd., (shaving cream) for the NBC feature *True or False*, placed in Canada by J. Walter Thompson Co. Ltd., Montreal. CBC officials stated that CBY is being used commercially only until similar time can be cleared on CBL, Toronto.

CROWS FOR JOE

WHO Manager Retains Power Over Rooster

IN 1923 Joseph Oscar Maland, then farm program director of WLAG, Minneapolis (now WCCO), was making radio history with the help of a trained rooster named Billy Lag that crowed at Joe's command.

Recently a new account at WHO, Des Moines, asked for a lusty rooster crow to precede its 6:45 a. m. announcements. The recorded sound effects library was searched in vain. Efforts of a competent sound effects engineer were unconvincing.

Program Director Harold Fair ruminated. He recalled the legend of Billy Lag. Had the vice-president of Central Broadcasting Co. and manager of WHO retained the gifts of the farm program director of 15 years ago?

Fair was dubious. Maland was confident. A husky white Wyandotte rooster was secured. Thirty minutes after Joseph Oscar went to work on the bird, WHO's engineers had transcribed six authentic, satisfactory, convincing rooster crows; and a photographer had made a pictorial record of Producer Maland, directing his one-fowl cast.

TO accommodate requests for tickets to the WHN *Original Amateur Hour*, the New York station on Dec. 9 moved the program from the stage of Loew's theatres to the Hotel Astor, New York, and is distributing 400 tickets weekly to those requesting them. WHN, on Dec. 23 will play host to hundreds of the city's underprivileged children as guests of the station during *Original Amateur Hour*, with Ed East, dressed as Santa Claus, distributing toys and candy to the young people.

IN A HEAVY windstorm on Dec. 6, the 200-foot transmitter tower of CHNS, Halifax, was snapped off 100 feet from the ground. The transmitter of CHNS is located at Melville Cove, about 15 miles outside Halifax, and the community was littered with fallen trees.

KRNT-KSO, Des Moines, are joining the *Des Moines Register & Tribune* in a series of programs to acquaint the staff with interdepartmental workings of the organization. The first talk was given Dec. 5 by Fred Little, attorney, on libel and slander. Luther L. Hill, KRNT-KSO manager, is scheduled to speak during the series on a radio station's relation to the city's newspapers.

WTAR, Norfolk, recently held open house at its new office in Newport News. The new office is in charge of Mrs. Delavan Cowles, who broadcasts her own program, *Fashion and Thrift*, four times weekly.

UNDERGRADUATE periodical, *Harvard Guardian*, has inaugurated a series of talks on WEEI, Boston, Wednesday evenings at 7 to deliver its findings in the fields of history, government and economics.

PURCHASE order for one million theatre tickets has been placed by CBS, Hollywood, for use in its four radio theatres. With 23 audience shows originating in Hollywood weekly, according to George W. McCaughna, in charge of radio theatres, these tickets should suffice until mid-July. More than 1,500,000 tickets will be used from Sept., 1938 to Sept., 1939, it is estimated.

RICHARD H. MASON, John H. Field Jr., and J. B. Clark, manager, sales manager and sports commentator, respectively, of WPTF, Raleigh, on Dec. 12 attended a banquet of the BC Remedy Co., Durham, in honor of the football squads of Duke University and the University of North Carolina.

PETITION bearing 25 signatures, probably first of its kind ever sent a broadcasting station, caused Don Lee Broadcasting System, Los Angeles, to revise its weekly television schedule on W6XAO, that city, to a later hour. Both film and live talent programs are telecast on a 7½ hour weekly schedule.

PROPOSAL, submitted by Bernard C. Hayman, associated with radio and the theatre for the last 10 years, was made recently to Lenox R. Lohr, president of NBC; William S. Paley, president of CBS; and Alfred J. McCosker, board chairman of MBS, whereby all tickets of admission to broadcasts would be subject to a 10c surcharge, the money collected to be used for charitable work by a special organization to be known as "National Reserve Charity Fund," which would be run by the networks. No action on the proposal has been taken yet.

BECAUSE of increased attendance, *Boone County Jamboree*, Friday night program of WLW, Cincinnati, will move into Music Hall in Cincinnati on Dec. 16. Music Hall accommodates 6,000 persons, while Emery Auditorium, where the show has been staged since Sept. 16, holds 2,200.

WORLD'S GREATEST TOBACCO MARKET!

Planter Pete says:

"Over 63,000,000 pounds of tobacco were sold in Wilson in the past three months . . . Whew! Think of the fertilizer it takes to raise this crop!"

WGTM
WILSON, N. C.

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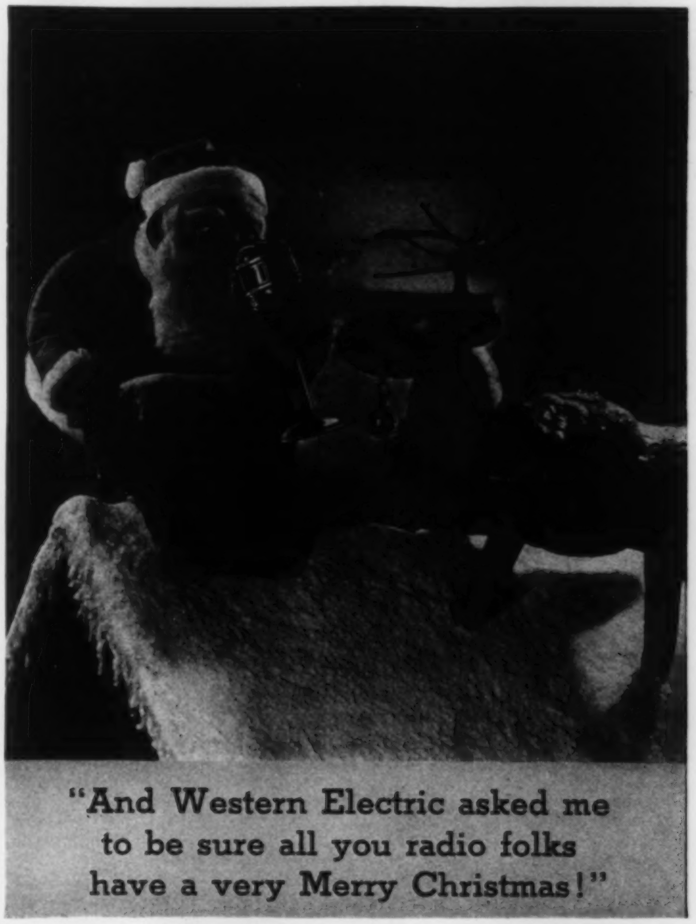
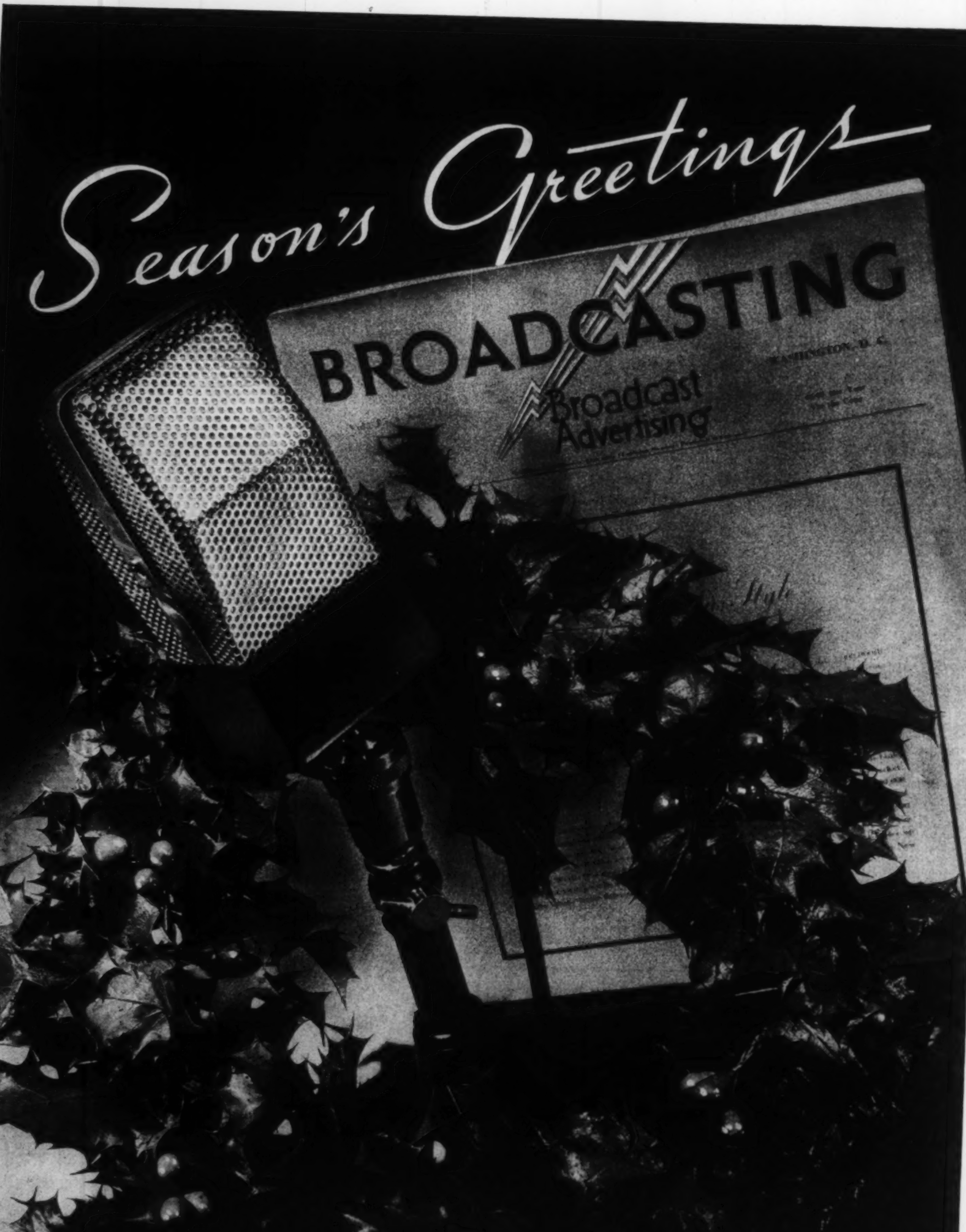


"And Western Electric asked me to be sure all you radio folks have a very Merry Christmas!"


Season's Greetings
BROADCASTING
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FCC Scans NBC Program Coverage

Duplication of Signals Queried at Network Hearings

TESTIMONY and cross-examination of B. F. McClancy, traffic manager of NBC since 1934, occupied the morning session Nov. 30 as the FCC continued its chain-monopoly investigation (Running account of proceedings from the opening session Nov. 14 through Nov. 29 was printed in BROADCASTING Dec. 1.)

Mr. McClancy previously had outlined the functions of his department and described the method of purchase and use of telephone lines. He began the Nov. 30 session by explaining how affiliates are advised of available commercial and sustaining programs and how the traffic department keeps track of routings on its traffic board.

The NBC chimes have been used for cueing and identification from the beginning of NBC in 1926, he said, and in addition Morse lines paralleling the network lines were maintained for cueing until 1933. Since then, the cue technique has been confined as completely as possible to the program itself to save line charges. Dependability of circuits is the great factor in this change in cueing technique, he added, although Morse lines still are used, especially in important circumstances. Monitoring costs have declined in recent years because of the increased dependability of circuits, operators becoming accustomed to working with cues and outlets becoming accustomed to cueing methods, he said.

Speaking of the importance of timing, Mr. McClancy said programs that run short or those likely to run long do not present much of a problem, but unexpected "slopovers" are a big bugaboo when they occur. He cited an instance of a 15-second "slopover" that resulted in a 2½-minute delay of the following program. In cases where programs are thought likely to run over, enough lines are bought to protect the program, he added.

Describes Facilities For Foreign Broadcasts

Although reverse circuit facilities are available, most purposes are served generally by the regular dual lines and the reverse circuit ordinarily is used only between Chicago, San Francisco and Hollywood. Repeat broadcasts of network shows he characterized as "an attempt to overcome the problem of time zone changes". Temporary wire facilities, as used for programs on small regional hookups, cost NBC about $150,000 a year, he said.

Interruptions to service, Mr. McClancy said, have decreased, largely due to the increased use of underground cables, which are requested wherever possible. Time lost by interruptions during the last year has amounted to only .0009% of total net hours, he stated, of which 80.82% was due to storms, 6.56% to equipment failure, and 12.62% to errors. He also gave a general explanation of the rebates made to advertisers for interruptions.

Regular AT&T lines used in NBC's Canadian transmission are the only permanent NBC lines outside the United States, according to Mr. McClancy. An RCAC cable to Honolulu is bought only when it must be used, and RCAC or AT&T facilities are used for European programs, depending on "whichever best suits our purpose". He explained that "the purpose in tying up facilities is not to exclude any other broadcaster, but just to make sure we get the program".

Under cross-examination by Commission Counsel George B. Porter, Mr. McClancy said that with the main traffic office in New York and because of the time zone situation, the West Coast traffic manager deals directly with AT&T in routing programs in that section. However, his orders are subject to those from New York, and the main office can spread a program over the West Coast by ordering lines direct from AT&T in New York, countermanding previous orders from the San Francisco office.

NBC sets up a cue circuit on a temporary basis occasionally, Mr. McClancy said, but no permanent telephone circuit parallels the regular NBC lines. For its transatlantic broadcasts, which are affected more or less by magnetic conditions, NBC checks with both AT&T and RCAC and takes the one least disturbed atmospherically. Adding that "it's purely a matter of rates with me" in choosing between the two, he said that with conditions equal, RCAC is ordinarily chosen, and that about two-thirds of the NBC European service is handled by RCAC, one-third by AT&T.

He explained also that RCAC offers the only purely reception service available, from its receiver at Riverhead, and that the only service from England comes via Canadian Marconi and AT&T facilities. AT&T operates its transmitters and receivers only in pairs, he pointed out, and will not split its receivers for reception of a program transmitted on another company's line, as will RCAC.

It is about an even break between the networks in tying up facilities, he continued as questioning formed around the NBC "scoop" in handling the recent Munich pact broadcast of Max Jordan. Pointing out that both RCAC and AT&T lines were available to other broadcasters, Mr. McClancy declared, "the Munich scoop was a scoop because we had the program information, and not because we had the channels tied up."

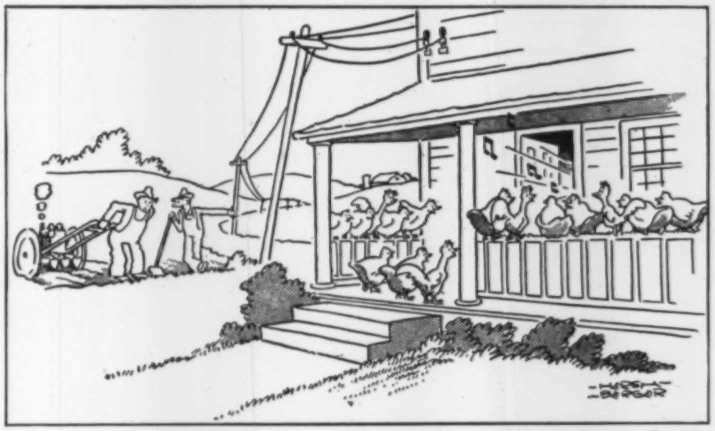
Behind 8-Ball

WHENEVER an NBC witness appears before the FCC Network Inquiry Committee, he is literally behind the eight-ball. It started when O. B. Hanson, vice-president and chief engineer, took the stand in latter November. A miniature button-type eight-ball, black with the numeral in the usual white circle, adorned his buttonhole. Each succeeding witness has been handed the "boutonniere" and relinquishes it as soon as he leaves the stand. John F. Royal, vice-president in charge of programs, who to date holds the laurels as NBC's star witness, is reported to have formed the "NBC Witness Club", which hereafter will hold regular meetings.

RCAC informs the three major networks simultaneously of situations in which its facilities might be used, he continued, but "it is not true" that if RCAC finds it can furnish facilities to only one network, they go to NBC. "If that were true, the other networks would not deal with RCAC as they do," he commented.

Growth of Network Reviewed by Merryman

Dr. C. B. Jolliffe, engineer in charge of the RCA Frequency Bureau and former FCC chief engineer, took the stand at the afternoon session Nov. 30 to clarify RCA and subsidiary operations in the foreign field. He explained both AT&T and RCA Communications maintain telephone service to Europe but do not operate transmitters on the continent. Their arrangements on the other side are with the British Post Office and the French Communications Ministry respectively, he said. RCAC is primarily in the business of transmission and reception of telegraph message service, but in addition has an addressed program service operation for transoceanic relays. There are agreements with a number of European organizations for relay service, he said.



Cappers Farmer

"Guess Ma's Tuned in on That Chicken Feed Program Again."

Philip I. Merryman, NBC station relations and an engineer, introduced a series of exhibits preparatory to the opening of the NBC case on duplication of programs, a main subject in the inquiry. One exhibit showed the growth of NBC since its creation in 1926 to the present, from the standpoint of affiliated stations. Another depicted in graphic form the NBC rate structure and the rate differentials for day and night. A third dealt with broadcast hours and a breakdown programs.

At the end of 1926, NBC had 19 affiliated stations. In 1927 the number grew to 48 and in 1928 was 56. The number gradually increased through the years to the present total of 159, he said. This exhibit also showed deletions and changes in network status of the various stations.

Prior to NBC's formation AT&T established the first hookup in 1923. The stations were WEAF, New York, and WJAR, Providence. In 1924 there were seven stations in the AT&T alignment, including WTAG, Worcester; WEEI, Boston; WCAE, Pittsburgh; WGR, Buffalo, and WFI, Philadelphia. The following year WOC, Davenport; WTIC, Hartford; WTAM, Cleveland; WWJ, Detroit; WSAI, Cincinnati; KSD, St. Louis; WCCO, Minneapolis, and WGN, Chicago, were added to the AT&T network. In 1926, the year of NBC's formation, the stations added by AT&T were WCSH, Portland; WDAF, Kansas City; WRC, Washington, and WLIT, Philadelphia.

Mr. Merryman testified that of the program hours actually broadcast by NBC network affiliates during 1937, 39.4% were commercial for all stations. Of all programs transmitted during the year by NBC, only 26.4% were commercial, he said.

W. C. Lent, allocations engineer of NBC, testified as to technical coverage of NBC stations in connection with duplication. Mr. Hennessey pointed out that his testimony would deal with the extent of program duplication in the primary and secondary areas of stations on the NBC networks, pursuant to the Commission's agenda for the inquiry.

How Coverage and Program Data Were Computed

Mr. Lent explained that he had accumulated field intensity data for stations affiliated with the networks and that the entire study was carried on under his supervision. He said he had prepared all coverage maps and data in connection with propagation and also certain special tests which had been made.

Approximately 45 people worked 12,000 "man hours" from July 15 until the work was completed to get this technical data in shape. He explained that this did not include the time consumed by other personnel in the field in making technical measurements and in computing other factual material.

Asked to define duplication, Mr. Lent said it was the reception at a given location of two or more signals of the same program with the signals of the stations being "serviceable". Serviceability, he said, depends upon where the overlapping of the signal falls and upon a number of other variable factors.

Mr. Lent continued his direct

testimony Dec. 1, describing the technique of gathering and computing the findings on individual station coverage and program duplication presented in the 316-page exhibit presented by Mr. Hennessey for NBC.

FCC Counsel Porter, during the discussion, asked that the findings be broken down not only on a station-by-station basis, but also on a commercial-sustaining basis, and to refine the differentiation between Red and Blue affiliations. Mr. Hennessey, observing that this particular NBC presentation represented 12,000 man-hours of preparation work, voiced his opinion that such a breakdown was not essential since the Commission order called for only information on program duplication with no apparent request for a breakdown into commercial and sustaining traffic, but he later agreed to comply with Mr. Porter's request.

As the bulky exhibit was introduced and Mr. Hennessey continued his examination of Mr. Lent, Chairman McNinch suggested that counsel might save time if they discussed the exhibit in conference before setting it before the committee for a ruling on admissibility. However, both Mr. Dempsey and Mr. Hennessey recommended a page-by-page explanation to "save time in the end", since the documents were not self-explanatory, and suggested that the committee could not otherwise rule intelligently on its admissibility. Chairman McNinch accepted this recommendation but said he hoped "it will not be unduly extended, as we want to finish this investigation". If volumes like this continue, he added, "the investigation may run into months instead of weeks."

Mr. Lent in explaining the ponderous exhibit, asserted that of the 23 basic Blue stations, six are capable of rendering secondary service; of the 24 basic Red outlets, five render secondary service, and of the 107 supplementary stations only seven provide such service.

One of the principal maps in the exhibit plotted the primary daytime areas lost to NBC Red stations by deletion of those outlets causing duplication on the basis of five millivolt service. In this area, there would be a loss of service to approximately 17,000,000 people, he testified.

Stations Affected By Overlapping Programs

Explanatory of this exhibit was the list of stations which would have to be deleted from the network due to overlapping with other Red outlets. WCSH, under this theory, would have to be deleted due to overlapping with WNAC; WJAR overlapping WNAC; WTIC overlapping WGY, WEAF and WTAG; WDEL, KYW and WFBR overlapping WEAF and WRC; WIRE, WLW WWJ, KSD and WCAE overlapping WTAM and WMAQ; WOW and WHO overlapping WMAQ and WDAF; KVOO and WKY overlapping WDAF and WFAA-WBAP; KARK overlapping KTHS and WMC, and WOAI and KPRC overlapping WFAA-WBAP.

Mr. Lent explained that in this hypothetical analysis, computations were made on the basis of retaining the stations providing service to the largest population rather than the largest geographical area.

Another series of exhibits dealt with daytime overlapping areas of stations on the Blue network. The map showed areas lost to NBC Blue network programs by deletion of stations causing duplication within the five millivolt contour. The estimated population in this area was 17,420,000.

Those which would have to be deleted on that basis, according to this theoretical computation, were WEAN due to overlapping with WBZ; WICC overlapping WEAF; WSYR overlapping WHAM; WBRE overlapping WJZ; WORK overlapping WJZ and WMAL; WEBR overlapping WHAM; WLEU overlapping KDKA; WHK, WLW and KWK overlapping WENR, WOWO, WSPD, KDKA and WSM; WFBC overlapping WIS; KMA and WMT, overlapping WREN, KSO and WENR-WLS; KMA overlapping KSO and KOIL; KSOO and WDAY overlapping KFYR and KOIL; KMA overlapping KOIL; KTOK overlapping KGKO; KXYZ overlapping KGKO and KFDM; KUTA overlapping KLO; KFBK overlapping KGO; KMJ overlapping KGO and KERN; KTMS overlapping KECA, and KFSD overlapping KECA.

In cross-examination by Messrs. Dempsey and Porter, Mr. Lent explained that WLW was shown on both maps as a supplementary Red and Blue outlet. The WLW primary coverage was depicted by a dotted contour whereas the coverage of WCKY and WSAI, as the basic stations, were shown by regular contours.

Other maps introduced showed overlap areas for basic stations on the networks as well as for the full networks and reflected the varying degrees of overlapping both day and night.

Mr. Lent explained that the night primary service is that rendered by the ground wave signal of stations and which may be limited by interference on regional and local channels. He went into a lengthy dissertation of coverage phenomena and the various factors, such as sky-wave reflections, soil conditions and other absorption factors. Primary service, he said, ends at the beginning of the fading wall and when the ratio of sky wave to ground wave is more than two to one.

Methods of Charting Station Coverage

Resuming the stand Dec. 2, Mr. Lent continued his description of the map exhibits showing duplication, based on hypothetical situations but designed to conform to standards laid down by the FCC engineering department. Asked to explain a map showing WMAQ with a substantially larger primary coverage than WLW, Mr. Lent said the reason was that the Chicago station has an "optimum antenna" from the standpoint of height, location and other propagation conditions for night primary coverage. WLW, on the other hand, has an antenna which is "too high to be optimum" for night coverage though its secondary coverage is far greater. He attributed the latter entirely to the power factor.

Mr. Hennessey explained that in presenting the exhibits, NBC sought only to show the application of Commission standards to theoretical duplication situations rather than to apply "sales standards". The presentation was of signal overlaps as projected on maps of the country, he declared.

FCC Talkie

THE FCC has broken into the movies. When the four members of the Network Inquiry Committee convened for the afternoon session Nov. 30, Fox Movietone had decked out the rostrum with Kleig lights and a camera. Shots were taken of Committee members in action and of counsel seated at tables directly in front of the rostrum in the spacious Government Auditorium. Immediately prior to the shot, Chairman McNinch was photographed in his office in a talkie "short" on the investigation.

Hugh M. Beville Jr., NBC chief statistician, was recalled to explain methods employed by NBC in charting station coverage, based on a combination of mail response and field strength studies. He used as an example day and night maps for WMAQ. These graphs, he said, were based on 1936-1937 mail response, which totaled 337,438 letters to WMAQ and were broken down to cover day and night programs. Both primary and secondary areas were covered.

Explaining that the pattern of mail response varies from the pattern of field strength contours, he explained that the NBC formula involves use of a combination of these factors plus relating them to the number of radio families per county. The latter figures are those of the Joint Committee on Radio Research, he said. These studies are made to show listener habits on what he construed to be an equitable basis.

Observations Taken Over Six-Week Period

Mr. Lent then was recalled to testify in connection with conclusions reached from the map surveys he had already covered in his testimony. To gather data for this purpose, he said, NBC set up a number of monitoring stations—at Park Ridge, Ill.; Independence, O.; Aurora, Col.; Schenectady, N. Y., and Hyattsville, Md. All were located in suburban areas and the tests were conducted with high-quality receivers for six weeks from Aug. 15 to Oct. 1. A half-millivolt signal 50% of the time or more at the receiving point was regarded as acceptable secondary service, he said. In that manner the monitoring stations were in a position to report on actual duplication of the same programs in each area, the degree of reliability to be expected from secondary service, and related data.

Mr. Lent explained that the monitoring station locations were not typical for the country as a whole with respect to atmospherics since the Southern portion of the country was not covered. He added, however, that the results were probably the most optimistic with respect to reliability and that if the South had been covered, the results would not have been better but might have been worse.

Mr. Lent continued his explanation of the exhibits based on these

VISIBLE AUDIENCE - 80,000

★ **WOW staff artists bundled against the cold, entertained 80,000 people at the National Cornhusking Contest near Sioux Falls, S. D., recently. WOW was the only individual station covering the meet . . . attended by 1938's greatest sport crowd. Remember WOW —the showmanship station.**

WOW
OMAHA, NEBR.
590 KC. 5,000 Watts
John J. Gillin, Jr., Mgr.
John Blair Co., Representatives

Owned and Operated by the Woodmen of the World Life Insurance Society

ON THE N. B. C. RED NETWORK

listening tests at the afternoon session Dec. 2. Emphasizing that the tests represented strength of signals and not reception of programs, he described how engineers at the monitoring stations classified the signals in comparison with standards furnished them by specially prepared recordings.

Signals were classified as *unusable* if there were great variations in amplitude and so much noise that the signal itself was indistinguishable; *poor* if there were still amplitude variations and much noise, although the noise was in the background rather than completely predominant; *fair* if amplitude was "reasonably steady" and little background noise was apparent; and *good* when the signal was well above the noise level and amplitude was constant.

The data presented in the exhibit were gathered during about 1,200 five-minute observations over a period of six weeks, Mr. Lent explained, adding that he believed it was the first time such tests had been conducted. After an individual breakdown for the five listening stations on the number of fair or better signals received, he interpreted a graph indicating the relative percentage of time during which at least one signal was received as fair or better at each station.

Effect of Variables In Coverage Data

FCC Counsel Porter precipitated another discussion in which counsel for both sides and the Committee participated when he requested "graphic representation of just what obtains as to duplication" for specific programs rather than programs in general. Mr. Hennessey agreed to supply data covering this phase, computed on the coverage of several of the larger NBC programs.

As the session adjourned until Dec. 6, Vice-Chairman Brown announced the hearings would move to the regular hearing room.

Opening the fourth week of NBC's presentation, Mr. Lent resumed the stand to describe further exhibits relating to duplication.

When he sought to explain the many variables involved in judging station coverage, Mr. Dempsey questioned him as to the general accuracy of the computations relating to coverage and more particularly to fading. Something in the nature of a 13% error in the computation in connection with WLW's coverage at the test station at Independence, O., construed as within the fading wall, was raised, after which Mr. Dempsey sought to challenge the reliability of all the computations. Mr. Lent said that in studies of this character the reliability of service was "fictitious" and the many changing factors had to be taken into account, particularly since WLW used a directive antenna.

Mr. Dempsey observed that based on the testimony, WLW had a higher percentage of good signal than any other station observed at the Independence listening point despite the fact that Independence is in the fading zone. Mr. Lent, however, asserted the receiving station was on the outer limit of the fading zone. Seeking to clear up this testimony, Mr. Hennessey asked if the listening observations were made in 1938 whereas the field intensity contours, on which the listening observations were based, dated back to 1935. The witness agreed, pointing out also there would result a substantial difference in the contours in that length of time and that the fading wall would move inward possibly as much as 20 miles. He declared that was a "reasonable explanation" of this phenomenon.

Hugh M. Beville, NBC's chief statistician, was recalled to lay a foundation for population figures used in the Lent exhibit. Generally, he said, the population within the zones of duplication as indicated on the maps, covered the .5 millivolt line in cities with population under 2,500; 2 millivolts in cities with population from 2,500 to 100,000, and the 10 millivolt contour covering cities of over 100,000. All of the figures, he said, were based on the 1930 population census.

Population in Zones Of Duplication Shown

Mr. Lent was recalled to outline duplication in terms of population for the Red and the Blue Networks, both basic and nationwide, and broken down covering day and night. WLW figured prominently in these maps, population totals being used both with and without the station alternately on the Red and the Blue Networks.

The first exhibit covered related to the NBC basic Red network showing total population within the .5 millivolt line daytime. Including WLW this total was 94,977,069. Of this, 45,142,754 represented unduplicated service and 21,260,206 duplicated service. The total for the area, with WLW, was 66,402,960. Using WSAI in lieu of WLW, the

COSTLY EXHIBIT
NBC Spends $50,000 for One Probe Volume

WHAT IS believed to be the most costly exhibit ever placed in evidence at an FCC hearing is the claim made for the 316-page volume prepared by Worthington C. Lent, NBC allocations engineer, during the FCC network inquiry.

Made up of field strength maps, many of which are in six colors, and of other technical data based on intensive researches, the exhibit constitutes the principal portion of NBC's case on duplication of network programs for the country as a whole.

Roughly, it is estimated that about $50,000 was expended in the preparation of the new data used in the compilation and prepared especially for the hearing. This is totally aside from the cost involved in field strength studies made prior to the hearing for NBC by consulting engineers and by NBC's own staff.

Mr. Lent estimated it would have taken one man more than five years to prepare the data. The actual cost of printing 50 copies of the book was about $3,500.

When the volume was presented to the four members of the FCC committee, they were also given Hawkshaw-type magnifying glasses to aid them in locating station call letters and counties on the maps. The Commissioners appeared to be intrigued and for several minutes experimented with the magnifying glasses.

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Montana Flour Mills Co., Great Falls, Mont.
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Bismarck Amusement Co.
Chevrolet Zone Dealers
Junior Association of Commerce, Carrington
Capitol Laundry Co., Bismarck
Christy Beauty School, Bismarck
Chamber Commerce, Dickinson
Chamber Commerce, Deadwood, S. Dak.
Chamber Commerce, Duluth, Minn.
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Engel Rausch Furniture Co., Bismarck
First National Bank, Bismarck
Farmers Union Oil Co., Hazleton, N. Dak.
Firestone Auto Supply & Service Store, Bismarck
Master Combuster Co., Carrington
Grand Theatre, Mohall, N. Dak.
Gardiner Commercial Club, Gardiner, Mont.
Civic & Commerce Ass'n, Harvey, N. Dak.
Ivarson Implement Co., Murdo, S. Dak.
Interstate Livestock Sales Co., Lemmon, S. Dak.
Insulation Engineering Co., Bismarck
Klein Lumber Co., Bismarck
Lenhart Drug Store, Bismarck
Mandan Creamery & Produce Co., Mandan, N. Dak.
Mobridge Livestock Sales Co., Mobridge, S. Dak.
Mott Livestock Exchange, Mott, N. Dak.
Mascot Amusement Co., Mobridge, S. Dak.
Midwest Lumber Co., Minot, N. Dak.
L. P. Murphy Livestock Co., Jamestown, N. Dak.
Patterson Hotel Co., Bismarck
Richland County Fair Ass'n., Sidney, Montana
Nash Finch Co.
Sharks Men's Store, Bismarck
State Fur Co., Bismarck
Triangle Shop, Bismarck
Truax Traer Lignite Coal Co.
Variety Shop, Dickinson
Winston & Newell Co.
Wells County Fair Ass'n., Fessenden, N. Dak.
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total for the area was 61,031,217.

A subsequent exhibit showed population in the zones of duplication for stations on the NBC basic Red both with and without WLW. These took into account the overlap area, citing the stations which duplicated coverage with a .5 millivolt signal or better. The number of stations so duplicated range from two to four.

Next came a summary of population receiving one or more signals on the NBC basic Red with an intensity of .5 millivolts or better during daytime. These disclosed that 45,142,754 or 68% of the total received one signal; that 14,221,974 or 21.4% received two signals; 6,762,561 or 10.2% received three signals, and 275,671 or .4% received four signals, all these figures being with WLW. With WSAI, in lieu of WLW, 73.5% or 44,882,044 received one signal; 24.2% or 14,775,338 received two signals; 1.8% or 1,098,164 received three signals, and .5% or 275,671 received four signals.

For the national NBC Red alternately with WLW and WSAI, it was shown that the total unduplicated population with WLW was 46,741,559 and the total duplicated population only 847,763, when the 10 millivolt day signal was taken into account. With WSAI, the total unduplicated area was 44,402,559 and the duplicated area 847,763. This latter figure was accounted for by WMAQ's duplication of WTMJ, Milwaukee.

Covering the national Red, day, on the basis of a 2 millivolt signal, the summary showed that 62,568,381 people or 93.1% of the total received one signal with WLW and that 6.9% or 4,637,923 received two signals with WLW. With WSAI in lieu of WLW, 59,324,528 or 95% received one signal, and 2,886,563 or 5% received two signals.

A final summary covering the Red Network dealing with the .5 millivolt day signal, and showing the breakdown in relation to FCC standards on signal strength, then was explained. This in substance showed that the urban population, receiving signals below the FCC standards, totaled 11,047,218, or 12.6% of the aggregate population receiving Red Network programs with a signal of .5 millivolts or better. These figures were with WLW only, since no analysis was made for WSAI.

Figures on Coverage of Blue Stations Shown

Providing similar data for the NBC basic Blue, Mr. Lent testified that the summary of population receiving one or more signals from basic Blue stations of .5 millivolts day was:

One signal with WLW 40,707,156, or 65% of the total; receiving two signals, 17,603,379 or 28.1%, receiving three signals, 4,352,141 or 6.9%, or an aggregate of 62,662,678 people. With WCKY in lieu of WLW, those receiving one signal totaled 40,139,995 or 70.8%; those with two signals 16,529,392 or 29.1% and with three signals 45,854 or .1%.

The general summary covering the NBC national Blue, with WLW and WCKY alternately, with a signal intensity of 10 millivolts day, showed a total unduplicated population of 44,808,362, with WLW and a total duplicated population of 327,000. With WCKY, the total unduplicated population was 43,141,392, with no duplication shown. The only duplication disclosed on the Blue with WLW based on the 10 millivolt day signal was WLW and WOWO, Fort Wayne, where 27,000 people were involved and WLW and WCOL, Columbus, where 300,000 people were involved, making the total of 327,000.

Duplication With WLW And WSAI Compared

The summary of the NBC national Blue covering population receiving one or more signals with an intensity of 2 millivolts day, showed that with WLW 59,529,830 people or 89.5% received one signal; 6,942,369 or 10.4% received two signals and 96,842 or .1% received three signals. With WCKY in lieu of WLW, 91.5% or 56,675,169 received one signal; 8.4% or 5,181,051 received two signals, and .1% or 51,470 received three signals. The total population served with WLW was 66,569,041. With WCKY it was 61,907,690.

In its analysis showing the NBC national Blue .5 millivolts day, summary of population receiving one or more signals in relation to NBC standards, the exhibits showed that with WLW, there were 10,032,343 urban residents or 12.4% receiving signals below FCC standards. No analysis was made for the Blue network with WCKY in this connection. Eight stations on the Blue network were deleted from the survey because they were not members of the network at the time the traffic analysis was made.

Mr. Lent concluded there are only five Red supplementaries which overlap the primary service area covered by basic Red stations during daytime with a .5 millivolt signal. These he listed as WTMJ, Milwaukee; WKY, Oklahoma City; WGL, Fort Wayne; KGBX, Springfield, and KVOO, Tulsa.

Mr. Dempsey asked how it was possible to determine whether a program is Red or Blue for supplementary stations. Mr. Hennessey explained they are not so identified for the supplementaries but for the purposes of the duplication testimony they were broken down in that fashion. "As they go out," he said, "they are not designated as Red or Blue."

Mr. Lent analyzed night primary coverage, including duplications, of the NBC national Red network. The gross total for the 52 stations listed, including WLW, was given as 66,587,459. Unduplicated coverage amounted to 58,641,753 and duplicated coverage 3,972,853, with the total area embracing a population of 62,614,606, including WLW. Substituting WSAI for WLW, the gross total population was 64,991,571. The unduplicated coverage figure was 57,045,866 and the duplicated 3,972,853. The total area with WSAI was 61,018,719.

Summarizing the national Red night primary service from the standpoint of population receiving one or more signals, Mr. Lent brought out that with WLW 58,641,753 or 93.7% of the population receive the programs with one signal free from interference or fading. Receiving two signals in that class are 3,972,853 or 6.3%. Those receiving Red network programs with one signal sufficient to constitute service based on the FCC standards aggregated 55,495,278 or 88.7% of the total, and those receiving two signals amount to 3,649,799 or 5.8%. Thus, it was estimated the urban population receiving signals below FCC standards totals 3,469,529 or 5.5% of the aggregate.

Substituting WSAI for WLW, 57,045,866 people or 93.5% receive one interference-free signal and 3,972,853 or 6.5% receive two such signals.

For the NBC national Blue of 90 stations, with WLW and including duplication, a gross total of 63,738,069 listeners was given. The unduplicated portion aggregates 50,659,662 and the duplicated 6,515,252. The total for the area with WLW was given as 57,174,914. Substituting WCKY for WLW, the unduplicated area was given as 50,883,704 and the duplicated population as 6,012,082. The total with WCKY was 56,895,786.

Secondary Signals For Many Listeners

In his general summary of population receiving one or more signals from NBC national Blue stations on a night primary basis and in relation to FCC standards, Mr. Lent deleted eight stations from the computations because of traffic analysis and because they were recent network additions.

These figures showed that with WLW 49,281,397, or 88.3% of the total population, receive one signal free from interference and fading. The number of people receiving two signals of that nature totaled 6,463,382, or 11.6%, and the number receiving three such signals aggregated 47,903, or .1%. The aggregate was 55,792,682 receiving Blue network signals one, two or three times on an acceptable basis. Using the FCC standards, Mr. Lent concluded that the urban population receiving signals below its standards totaled 3,092,091, or 5.5% of the aggregate.

Substituting WCKY for WLW, 49,505,439 listeners, or 89.6% receive one Blue network program signal free from interference and fading. Receiving two such signals were 5,960,212, or 10.3%, and receiving three such signals were 47,903, or .1%.

Mr. Lent completed identification

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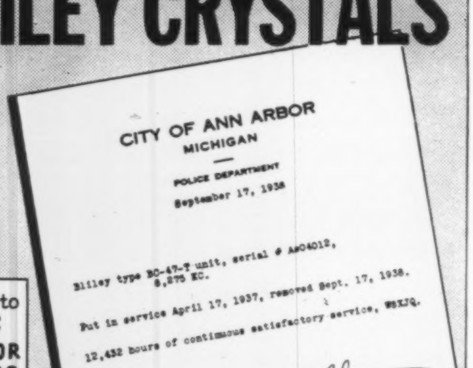

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of the remaining parts of his NBC exhibit at the morning session on Dec. 7. The general plan of presenting the material on station duplication followed more or less closely the formula of a map showing composite coverage with individual station breakdowns, a generalized set of figures upon which the map was based, and a graphic representation of the figures and results.

The basic Red nighttime secondary service zones, including WLW, serve a potential population of 112,149,347, Mr. Lent explained from the exhibit. Outlining basic Red, with WLW, secondary night signals lying outside night primary contours, he said that a potential population of 85,528,366, or 60.2% of the United States population, is dependent on secondary service to receive basic Red signals, based on Commission standards.

NBC Red night secondary coverage, including all but basic Blue stations, is available to a potential population of 122,485,744, or 98.5% of the country's population, he continued, and judged by the national Red night secondary signals lying outside night primary contours, 69,304,256 persons, or 55.5% of the total population, depend potentially on secondary service to receive NBC-Red programs.

Mr. Lent explained that figuring the maximum expected signal from a 50 kw. transmitter as 1.25 millivolts, where the FCC standard for a minimum acceptable signal in communities of 2,500 or more is 2 millivolts, the populations of all such communities in the service areas shown were deducted from the total. Figured on Commission standards, this amounted to 21,089,172, or about a third of the potential population of the secondary area.

With the basic Blue night secondary signal areas serving the same potential population as basic Red's, Mr. Lent said the national Blue's night secondary signal areas extend to a potential 122,515,760 persons. To receive basic Blue signals, 78,858,322 persons are potentially dependent on Blue secondary service, he added.

He commented also that a potential population of 13,158,169 receive no NBC secondary service, either Red or Blue, under FCC standards.

Negligible Duplication In Service Is Claimed

"The whole study shows that duplication of primary service at night is negligible," Mr. Lent said in drawing general conclusion on his study, "that duplication in daytime, because variations in programs, is also negligible; that at night, because of the nature of secondary signals, any duplication is fictitious and dependent on conditions that vary minute to minute, and we lack sufficient knowledge to predict the degree of service from secondary signals and to fix a number of secondary signals necessary to render reliable service."

Demonstrating a "formula" to determine potential audiences for particular programs, using the 316-page volume, he broke down the composite figures for the Chase & Sanborn Sunday night program. He computed the potential population to which the signals were available at 64,022,426, counting 61 basic Red and optional stations carrying the program, but not counting two Canadian outlets. The particular hookup, he explained, yielded a potential audience 2.25% greater than that of NBC-Red alone.

Answering Mr. Dempsey's query as to probable sources of error in his computations in compiling the material, Mr. Lent said that he had checked "pretty carefully" to see "if the figures reasonably represented things as they exist." He admitted that errors due to soil conditions might exist, along with ordinary errors incident to such measurements, but declared that error was "not exceeding 10% in the primary service measurements." "At best the secondary picture can be only a picture of what might exist," he continued. "Our secondary picture is in error as much as the FCC standards are in error."

Effects of Population And Transmission Changes

Asked by Mr. Dempsey whether another source of "error" might not be found in the shifts in population since the 1930 census was made, the witness replied affirmatively. He agreed also that transmission conditions in 1935 differ from those which prevailed in 1930 and those which exist today. It was assumed, Mr. Lent said, that the 1935 conditions would prevail during the entire sunspot cycle of 11 years but that there was no way of telling actually what degree of change would be caused until the entire 11 year period had been studied.

On redirect, Mr. Lent declared the reliability of the secondary signals of stations depends largely upon the ratio of power to noise. When the signals are good the service is improved, he said. With an increase in signal it is reasonable to assume there will be an increase in the reliability of secondary service. Observations in connection with WLW's 500 kw. operation tended to bear out that theory, he said. WLW, he declared, has a considerably greater overall reliability than other clear channel stations.

More wrangling over what stations constituted the national Red and Blue networks developed, with Commissioner Walker participating. Mr. Dempsey observed that it appeared to him the question of whether a program is carried on the Red or the Blue Network apparently depends upon the greater number of programs carried by the particular station.

Technical Witness

DR. C. B. JOLLIFFE

Station Relations

WILLIAM S. HEDGES

Dr. C. B. Jolliffe, former FCC chief engineer and since 1935 engineer in charge of the RCA Frequency Bureau, recounted the early history of broadcast allocations. He pointed out that in 1924, 5,000 watts was termed high power and 50,000 watts was regarded as superpower. He enumerated allocation policies worked out in the early "Hoover conferences" before the advent of the Federal Radio Commission. The last general reallocation, he pointed out, occurred in the fall of 1928 at the direction of the Radio Commission and provided for 40 clear channels which were recognized as a means of providing rural coverage. This allocation, he declared, recognized the rights of listeners to hear interference-free programs and provided the present theme of clear, regional and local station assignments.

Commission Standards Described as Average

Based on recognized engineering standards, Dr. Jolliffe said there is no adequate service for the country as a whole at the present time.

He declared the Commission's proposed engineering standards do not represent actual, but theoretical conditions. About the only way to provide actual data, he declared, is to base it on statistical averages over a long period whereas, the Commission's standards largely are based on observations made during two months in the spring of 1935. Average conditions could only be set up after a long series of measurements, Dr. Jolliffe said. No data is available for the entire sunspot cycle of 11 years, he pointed out.

Dr. Jolliffe said he had no objection to the Commission's empirical standards provided they are not extended beyond their original purpose as general standards. He referred to testimony by Assistant Chief Engineer Andrew D. Ring at the June 6 allocation hearing, at which time he declared that a 500 kw. station today has a secondary service area equivalent to that of a 50 kw. station under 1935 conditions. He said 21,000,000 people, or 17.4% of the population, reside outside the primary service area of broadcast stations. Of these, approximately 3,880,000 live in urban areas. Thus, he concluded, some 17,500,000 people in rural areas are dependent upon secondary service of existing stations. He said this took into account all stations of all classes.

Asked how daytime service in the secondary area of stations could be improved, Dr. Jolliffe said one method was by increasing the power of existing stations to "push out service" and another was by providing additional stations in the sparsely served areas.

It is possible to increase the power and bring service to a higher level, or duplicate programs on different stations to provide the secondary services at night, Dr. Jolliffe said. By duplication of programs in the secondary area, a larger number of signals would be made available and provide a greater degree of reliability of service.

Another possibility, Dr. Jolliffe said, would be to rearrange stations and fit them into a national structure. Under the American plan, however, where stations are operated by private initiative it has been found necessary to locate facilities in centers of population where the economic wherewithal would be forthcoming.

Growth of High-Frequency Broadcasting Traced

Resuming the stand Dec. 8, Dr. Jolliffe briefly reviewed his ideas on the development of high-frequency broadcasting. The higher frequency transmitters will develop, he said, but this must be paralleled by comparable advancements in high-fidelity equipment, particularly receivers and transmission lines, to insure maximum development. Television, which he said should come "within a short period of years", will open up the higher frequencies for local service, since both visual and audio signals would be received on them and the video frequencies could also carry sound signals.

"A proper regulation of broadcasting would be one that would not impede development and would make provision for changes," Dr. Jolliffe commented, "with no arbitrary restrictions, and which would allow full liberty to apply technical developments as they come along so the art may progress as rapidly as possible."

Cross-examined by Mr. Dempsey, he said he knew there were a greater number of designs of high-fidelity receivers today, but did not know if there were more actual units manufactured. During a discussion on sunspot phenomena, he declared that a correlation of sunspot cycles with their effect on transmission has not been made because of the lack of data on the complete cycle.

On variations in propagation conditions, Dr. Jolliffe said sufficient data was not available to provide a solid ground for the theory that north-south propagation yields a greater signal intensity than east-west. Although he observed there was a quantitative difference of about 10 times between the north-south signal intensity to South America and the east-west signal between Europe and the United States, he pointed out that the latter signal travels the Great Circle route, which closely approaches the north magnetic pole, and is greatly effected by magnetic conditions. He also pointed out that the east-west coast-to-coast signal in the United States is much better than the transatlantic, although, he added, no correlation can yet be made. "Unintentional directivity" in installing receivers in homes probably gives rise to the popular belief regarding propagation, he added, and pointed also to data supplied to both support and refute the theory.

Dr. Jolliffe expressed his opinion that increased power for stations serving listeners dependent on secondary service is "the most feasible improvement" that could be made to secondary service.

Phillip I. Merryman, of the NBC station relations department, appeared before the Committee briefly to identify a series of exhibits showing the development of NBC relations with stations from 1925 to 1935, along with data on national and regional network affiliations, independent stations, and rates, local markets and service for stations all over the country.

Work of Station Relations Department Revealed

William S. Hedges, NBC vice-president in charge of station relations and traffic, described a network as a voluntary association of stations designed to bring to the public the best possible programs. He outlined in detail how his department functioned, declaring it acted in the capacity of spokesman for affiliated stations with the network and as a friend of the affiliate to present the station viewpoint.

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The department confers with other network departments on rate charges for affiliated stations and seeks to make available to all affiliates data designed to improve broadcasting methods including merchandising ideas, sales promotion material, new program ideas and the like.

Regarding clearance of time for network programs, Mr. Hedges said that generally the affiliates are cooperative, but that when some stations do not clear time the business may go to NBC's competitors. He explained that the NBC contract covers clearance of time on 28 day's notice and that many accounts are lost because of the failure of stations to clear the necessary time.

Drawing on his background as president and manager of WMAQ from its creation in 1922 and on his extensive experience with NBC and as vice-president of Crosley in charge of WLW and WSAI, Mr. Hedges outlined in detail the manner in which a network functions in relation to its affiliated stations.

When WMAQ began operation in 1922, he said it had difficulty in procuring desirable program material. It became a network affiliate in 1927, he said, because it was desirous of building program service. Moreover, he said he favored syndication of programs which had a definite advantage in that the network could reach into the talent centers. The ability to sell national advertising for a group of stations rather than on an individual basis, immediately proved itself, he commented.

How Line Costs Are Absorbed

Mr. Hedges said that NBC has reached the point where very soon it will no longer add stations since it serves adequately every area of the country. There are sparsely settled areas which do not justify line costs either by the network or the stations, he said, and therefore are not prospective network markets.

In basic markets, Mr. Hedges explained NBC absorbs the telephone line cost. In less important markets, the station absorbs the cost of the lines but this overhead is diminished by free time used by the networks. Normally 16 hours in a 28-day period entirely absorbs this line cost but there are some variations in free time where the line cost is higher because of the greater distances between the affiliated stations.

(U.P.)

THE MARK
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AND INDEPENDENCE IN
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COVERAGE

UNITED PRESS

Amos Is a 'Ham'

FREEMAN GOSDEN, the *Amos* of the NBC-Campbell Soup's *Amos and Andy* team, has joined the ranks of the "hams". The FCC has issued Gosden an amateur operator's license to be used in connection with W6QUT, his personal station. He actually is an experienced radio operator, having served as one in the Navy before entering commercial radio work several years ago. In addition he attended the U. S. Naval Radio School at Harvard U.

Mr. Hedges said he would not hesitate in adding a station in a major market even if that market received primary service from another station on the network. As an example, he cited WMAQ's service. He said it puts a primary signal in Milwaukee but in that city WTMJ is the outlet. By having local outlets, an "added punch" is given the network. As for other regions where there are smaller markets, Mr. Hedges said he would not favor adding stations in the primary service area of another outlet because the network desires to give the affiliates the full benefits of their normal markets.

Asked by Mr. Hennessey whether NBC solicits affiliates, Mr. Hedges said that usually the station approaches the network. During 1937 there were 180 different applications for affiliation with the NBC networks, he said. From January to September of 1938, he said 79 stations made a total of 91 applications for membership.

While saturation has about been reached, as far as new affiliates are concerned, Mr. Hedges said he did not anticipate any reduction in the number of outlets. He said he did not recall a single arbitrary deletion of a station from NBC and that changes which have been effected occurred by mutual consent.

Recalls Difficult Period in NBC History

Mr. Hedges, in explaining a series of exhibits, analyzed the development of commercial broadcasting from 1925 through 1935. A series of letters dealing with sustaining charges and commercial compensation for affiliates, disclosing the spectacular reduction in sustaining fees and the steady increase in payment on commercials, was disclosed by the witness. He pointed out also that the average station increased its use of sustaining program service as the cost of that service decreased.

Mr. Hedges explained that the cost of sustaining service was reduced from $90 per hour when the network was formed to what amounted to a flat $50 per day in 1932. This was accomplished through several stages over the years. Payment on commercial programs started at $30 per evening hour in 1926 and then was placed on the basis of $50 per evening hour. The volume of traffic during that period was increased from about three hours a week to 16 hours per day.

It was in 1933 that NBC found itself in a difficult economic position, Mr. Hedges explained, since it was unable to clear satisfactory time for commercials and had no "right-of-way" for specific hours. To place the network on a sound economic basis, a very exhaustive study was undertaken to ascertain basic circulation and listening habits data.

It was at that time, he said, that the flat $1,500 per month sustaining fee, which applied to all affiliates, was arranged and the provision for 16 free hours in each 28-day period substituted. After that, minimum compensation began to stations in direct proportion to the rate charge.

The 1933 year, Mr. Hedges explained, marked the turning point in the progress and development of contractual relationships of NBC with its affiliates. Because of the inability of NBC to clear time, the number of network hours used by affiliates began to slide off rapidly. It dropped from an average volume of 4½ hours of commercial traffic used by affiliates in 1932 to a little over two hours in 1933. It was then decided that something had to be done about the basic operation structure. NBC found itself with a considerable number of affiliates but was ineffective because the affiliates were unable or unwilling to clear time.

Notes Development of National Spot Business

Out of the extensive survey of radio circulation and of the appraisal of each station's value was developed the new NBC contract in which the network procured optional time which the stations guaranteed to clear in 28 days.

Further reviewing the so-called "period of depression" in 1932 and 1933, Mr. Hedges pointed out that it had been found the increase in radio audience paralleled the development of network service in the United States. Moreover, he said, newspapers and magazines were either postponing rate increases or actually reducing rates because of depressed conditions. Publications are in the position where they can add or subtract pages, but broadcasting stations and networks "can't add hours to the clock" he said.

Determination of rates charged for station affiliates in 1932 and prior to that time was on an arbitrary basis and "what the traffic would bear," Mr. Hedges said. Moreover, in 1932 national spot had increased to a considerable extent. He described spot as advertising placed in selected markets by electrical transcription or through locally produced programs.

Asked by Mr. Hennessey as to

NORTHWEST'S LEADING RADIO STATION
KSTP
25,000 WATTS
OFFERS
LIFELIKE RECEPTION
NEW TRANSMITTER
INCREASED COVERAGE
BASIC RED NETWORK
KSTP
MINNEAPOLIS
SAINT PAUL

LATEST television wrinkle is the miniature video set, small enough to be worn on the head and weighing less than two pounds, manufactured by His Master's Voice Ltd., of London. Shaped like a big telephone, the set is held in one hand against the side of the head, an earpiece for sound covering the ear, and the television screen viewed through a mirror at the other end of the instrument. Image size is about 1½ by 1 inch.

the difference between national spot representatives and network sales operations, Mr. Hedges said the national representative is interested in getting the best stations in important markets. He said they favored network outlets and in their published advertisements emphasized the network affiliations of their stations. Representatives, he added, endeavor to "trade upon" network affiliations declaring there was "nothing objectionable" about it. He pointed out that national representatives deal only in commercial programs and not sustaining features.

The development of national spot representation was another competitive situation with which NBC was faced because it became more difficult for NBC to clear time over affiliates. All these factors, he said, made it necessary for NBC to adjust its contract structure so it could deliver time to advertisers clear across the country.

Mr. Hedges declared that since national spot was sold generally on the basis of the station's rate minus agency commission of 15% and the representative's commission of a like amount, stations received "quite a bit more" for their time than the networks paid. The larger stations protested they were not getting enough from the networks. This was on the basis that stations large and small were getting a flat $50 per hour for commercial time, and this tended to increase the problem of keeping big stations in line. He said they desired the network programs but did not like the compensation. Some of the larger stations went direct to advertisers and procured their regular rates minus the $50 network compensation, which also tended to "distort the picture."

This resulted in those instances in advertisers paying nearly twice as much for the same station time and complicated the whole task of competitive radio sales.

Variance in Rates Per Thousand Listeners

Mr. Hedges disclosed that the rate per thousand of radio families on the NBC Networks ranges from 20c to $9 and that in one case it is $15. The lowest rate is for WMAQ at 20c. Local stations, he said, are most costly because of their limited coverage, with regional stations somewhat better depending upon market and signal while clear channel stations invariably represent the best buy.

The WEAF and WJZ rates, at $1,200 an hour, work out at 26c per thousand of radio families from the standpoint of circulation, he said.

Because the clear channel stations offer this lower rate per thousand, it is possible for NBC to extend network service to the more sparsely settled areas since it brings the cost down to a very reasonable average, Mr. Hedges declared. Advertisers who buy national networks usually do so on the basis of cost per impression.

He regarded the NBC method of determining rates as the best yet evolved. The law of averages works out, he said, as witnessed by the continuing increase in the amount of radio advertising.

Mr. Hedges declared he did not regard the method as the best possible, and said it was not foolproof. New research, he commented, eventually will result in development of a more scientific structure. He said he ultimately expected rates to reflect many new factors, such as the differential between day and night power of stations, the effect of directional antennas upon service and other technical considerations. Moreover, he declared, no weight is given in the present rate structures to the competitive situations existing in cities. There might be five stations in the same city dividing the audience equally, yet the rate card gives each network station the benefit of the entire audience. Additionally, he declared, no weight is given to the purchasing power of the community. A station would rather have 50 listeners earning $5,000 a year than one millionnaire, for example, he said.

Judge Sykes interrupted the questioning to inquire about the *modus operandi* on substitution of important local programs for network features by individual stations and whether the network has the "absolute right" to block cancellations in its optional time.

Mr. Hedges declared the local station has the right to cancel if it can demonstrate the program is more in the public interest than the network feature. He said in his experience there had never been a dispute on this and that in the final analysis the station's judgment is accepted.

This clause in the NBC contract, he declared, is phrased to avoid abuse and any capricious action by stations. He declared affiliates are not required to carry sustaining programs.

Connection Between Power and Rates

Asked if there is a direct connection between power and rate, Mr. Hedges said it is a factor but there are instances where a 1,000 watt station in an important market gets a higher rate than 5,000 and even 50,000 watt stations in secondary markets.

Institution of NBC's new contract in 1935 resulted from three years of study and research, and represented what it construed to be the establishment of an equitable rate structure and of fair station compensation. Stations, it was felt, were not getting a proper proportion of the total sum charged for network programs, this being particularly true in the case of larger stations which were receiving the same commercial rate of $50 per hour as smaller ones. Smaller stations complained they were paying the same sustaining fee as larger outlets.

Mr. Hedges described an exhibit which tended to show graphically how network compensation is broken down for affiliated stations under the current contract and which he declared indicated the network receives a smaller proportion of the advertisers dollar than stations.

He described the contract but said it was more in the nature of an agreement. It became effective in 1935 but during the time of its evolution, a number of the more important stations became "restive." They disliked the $50 per hour arrangement and, being unwilling to await the new contract, it became necessary to enter into "special deals" with them. A number of concessions were made on compensation in order to prevent "complete collapse," he said. Other stations recognized that NBC was seeking to evolve the new method and put its house in order and awaited the drafting of the new contract. On Jan. 1, 1935, he said, there were 88 stations on the NBC networks, very few of which had written contracts as of that date.

Allotment of Time To Network by Stations

In describing the contract, Mr. Hedges explained what constituted a "unit hour" under it, how stations generally allotted 16 hours of free time to NBC to defray fixed line and other essential costs before figuring in the compensation, and how the scale of compensation graduated upward with the increased acceptance of unit hours. For the first 25 unit hours in excess of the 16 unit hours covering network affiliation, NBC pays 20% of the average unit hour rate. For the next 25 unit hours, the scale increases to 30% and for all unit hours in excess of 66, NBC pays 37½%.

Volume discounts and annual rebates allowed by NBC were effected in order to insure year-round use.

WFBL
SYRACUSE
Sells 2,000 Turkeys at ½c Per Pound

It cost the Cra-Miller Farms only ½ cent per pound to sell more than 2000 turkeys over WFBL. That's a low selling cost for any product. And whether you're selling pins or pianos, you'll find WFBL the fastest, lowest-cost salesman in Syracuse and Central New York. Wire or write for rates and time available to

WFBL
Syracuse, N. Y.
or Free & Peters, Inc.
National Representatives

46% OF ALL
Kansas-Missouri Food Sales Are Made in the KMBC Primary Daytime Area! . .

PLUS
55%
of ALL Drug
49%
of ALL Apparel
47%
of ALL Automotive
49%
of ALL Service Station
SALES

Boost your "take" of this rich percentage. There's a KMBC Tested Program that'll do it for you!

KMBC
OF KANSAS CITY
The Program Building and Testing Station
FREE & PETERS, Inc. Nat'l Reps.

of facilities by leading accounts, Mr. Hedges declared. For accounts that remain on the air during the entire 52 weeks, a 10% rebate is given at the end of the period. The effect of this has been to level off the former summer slump and keep high quality commercials on the air the year-round. The volume discount is allowed to induce advertisers to step out and spend additional money. This is allowed in lieu of the frequency discounts employed by many stations, he declared.

Discussing the 16-hour free-time arrangement, Mr. Hedges explained networks have definite fixed commitments such as telephone lines, sustaining service, maintenance of selling organizations and of traffic departments, among others. It is only proper, he said, that such part of the overhead be met before compensation is figured. He added, however, he did not mean the 16-hour free-time commitment absorbed all of the fixed costs. He said NBC is "still gambling" on the sale of commercial programs.

Concluding the week's testimony, Mr. Hedges said that even under the new form of compensation agreement, stations realize more in the way of net return from sale of national spot time than they do from NBC.

Clearance of Optional Network Programs

Resuming the stand Dec. 13, Mr. Hedges continued his discussion of the relations of NBC with its affiliated stations. On the matter of providing clearance for network optional programs, he emphasized the importance of the provision in the station contract allowing a station, because of its "public responsibility", to reject programs "the broadcasting of which would not be in the public interest, convenience and necessity."

Pointing out that the "essence of network broadcasting is the simultaneous broadcast of live programs" by a large group of stations, and that "a station refusing a network program is lost forever" so far as that program is concerned, Mr. Hedges concluded that in case the local mayor was to make a radio speech, it ordinarily would make little difference to listeners, station or the mayor himself whether he spoke at 7, 8 or 9 o'clock in order not to conflict with a good network feature.

In general, he commented, it is an easier matter for an individual station to accommodate its schedule to that of the network than for the network to attempt to juggle its schedule to fit a great number of varying local situations.

After-dinner speakers, he observed, are becoming "educated" to speak at times not conflicting with other programs. He cited requests for time from the White House as being invariably made with an eye toward causing the least possible disturbance to the network schedule.

Mr. Hedges spoke also of the difficulties encountered by NBC salesmen in selling time before a definite network optional program plan was developed and put into operation. He declared that since the salesman could not tell the advertiser for sure just what stations he would get, the salesman, in effect, could only "purport" to represent a "national advertising medium". Under the definite optional plan, he can supply the advertiser with a definite account of the coverage he can expect, just as a magazine or newspaper advertising salesman could do.

Affiliate Contracts Range Up to Five Years

Of the 87 stations with NBC at the beginning of 1935, he said only some 15 or 16 were bound by written contract. The others had merely a "gentleman's agreement" with NBC. The tendency since then has been definitely toward written contracts, he said, and at present contracts range up to five years. The term extension from 12 months to five years was instituted to stabilize and "hold the network intact as a national advertising medium" in the face of growing competition. This, he added, served to promote the interests of other member stations as well as the network itself.

With the five-year contract plan subject to individual modification, he said present contracts, as of September, 1938, include five expiring in 1939, seven in 1940, 44 in 1941, 43 in 1942, 10 in 1943, two in 1946, fifteen 12-month firm contracts, one 6-month firm contract, three "on reasonable notice" contracts, four 12-month notice for stations and 30 days for NBC, and one 12-month notice for stations and six months for NBC.

Mr. Hedges termed "a very necessary precaution" the provision in the contracts for a general reduction in advertising rates that may be necessitated by "depression or recession conditions" to keep the network functioning as a national advertising medium in competition with other media.

Illustrating another provision, by which an individual station selling time to a national advertiser at a rate less than the network's shall have its rate lowered proportionately as for compensation accruing to it from the network, Mr. Hedges told of a recent case in which a list of 15 or 16 stations quoted spot rates to an advertiser which would have amounted to a $44,000 saving in a year to the advertiser if he had not valued the simultaneous transmission of the live program enough to pay the additional amount.

Dual-Network Status Of NBC Affiliates

"We have not yet lowered any station's rates," in such a case, Mr. Hedges declared. "But this should not be taken as a promise that we won't." He added that he thought "the station that doesn't value itself higher than the network does is the exception rather than the rule."

An added flexibility of network broadcasting, enhancing its value as a national medium, lies in local tie-in announcements, Mr. Hedges observed, pointing out that advertisers have become increasingly conscious of the advantages of tying in local merchandising angles with a national program. Under contract terms, these cut-in announcements are charged to the advertiser, above the regular rates, at a rate of 8¼% of the individual station rate, he added, of which 7½% goes to the station and ¾ of 1% to NBC for added telegraph tolls et cetera in connection with the extra service.

Questioned by Judge Sykes on dual operation of several NBC affiliates, Mr. Hedges declared, "NBC has not approved these exceptions and it has found it impossible to understand why MBS picks the NBC affiliate in Philadelphia (WFIL) when another fulltime station without any network affiliation is available, unless it is to attach itself as a parasite to benefit from the prestige which NBC has developed for its affiliate." Although Mr. Dempsey moved the remark be stricken, it was left on the record after objection to the motion by Mr. Hennessey.

Mr. Hedges spoke briefly of the necessity for stations' being able to provide individual copyright clearance as well as time clearance for network programs. Although he emphasized that in no way did NBC solicit for ASCAP or any other copyright pool, he said it had been found necessary for affiliates to have ASCAP licenses individually to protect the network against liability for copyright infringement. A station not holding an ASCAP license is "useless" to NBC from a practical standpoint, he said.

After Mr. Merryman was recalled to supplement his testimony on "refused commercial programs", Mr. Hedges' cross-examination was begun.

Questioned by FCC Counsel T. L. Pearson on the program refusal provisions of the station contract, Mr. Hedges admitted that a station manager would have to "ride his monitor" to strictly observe his pledge for "public interest, convenience and necessity" since the station is not supplied with a complete script of the program before the actual broadcast. However, he pointed out, stations have placed "great trust" in the network.

As a general rule, NBC's copyright licenses cover network programs and the stations broadcasting those programs, he said.

Responding to Mr. Dempsey, Mr. Hedges said a uniform contract setup for all affiliated stations would be advantageous, and it would benefit most of the affiliates because it would mean uniform rates and uniform data on coverage, along with other benefits. But he added such a plan could only doubtfully be applied "because of the strategic location and advantages enjoyed by certain stations".

The Other Fellow's VIEWPOINT

Radio Itself

EDITOR, BROADCASTING:

If a radio station likes to get a pat on the back for a timely production, by the same token a magazine should get one for a similar reason. Hence, I want to pat your back for your editorial entitled "Radio Itself" in the issue just received, which urges radio to use its own medium to sell itself to the public, and no longer to remain silent in face of attacks from every conceivable quarter. I don't believe we need to become controversial or argumentative with our critics, but we can state our case in positive terms, and give the listener a peep at some of our problems.

For instance, I wonder how many other industries would tolerate the paradoxical situation in respect to libel by political speakers in face of the law preventing censorship of a political speech. Another industry would be on its feet to get something done about it. I hope you keep on hammering on this point until we do get around to use our own facilities to tell our own story . . .

EDGAR H. TWAMLEY,
Director, WBEN,
Dec. 5, 1938 Buffalo, N. Y.

ENTHUSIASM for SALE!
NBC
K·A·N·S
WICHITA, KANSAS

WBAL
means business in Baltimore

SPONSORS of RADIO PROGRAMMES and
The Maritime Broadcasting Company, Operators of
CHNS
Halifax, Nova Scotia,
Will Celebrate a
MERRY CHRISTMAS
This Year With the
BEST BOOKINGS
We Have Ever Had.
We Hope Business is as Good With You.
Cheerio!

Anti-Gambling Measure Termed Unfair by Levy

CALLING the "anti-gambling" measure adopted by the Pennsylvania State Legislature "an unfair and unjust discrimination in favor of newspapers", Dr. Leon Levy, president of WCAU, Philadelphia, on Dec. 1 asked Gov. Earle to veto the bill. As BROADCASTING went to press no action had been taken.

Although the bill had been labeled as an anti-gambling measure, Dr. Levy said in a telegram to the Governor that its only effect would be to "harass the radio broadcasters of Pennsylvania".

"The bill provides that if we use a private wire for broadcasting a race or the most innocent information relating to a prospective race, we will be presumed to be acting in furtherance of gambling," he advised the Governor. "Such a law would merely interfere with legitimate broadcasting and, I am informed, could not stop any gambling activities whatever. It would be an inexcusable interference with free speech and with the freedom of radio to serve the public. As the bill applies to broadcasters and not to newspapers, it is an unfair and unjust discrimination in favor of newspapers."

Heffelfinger Releases

WITH ITS entry into the broadcasting field, Heffelfinger Radio Features, New York, has announced release of three new programs. T. P. Heffelfinger, Minneapolis, is president, and C. H. Pearson, general manager. The organization is a division of Heffelfinger Publications, 522 Fifth Ave., New York. The new programs are *Secret Agent K-7 Returns*, a transcribed adventure series, and two sports programs — *Sports From Headquarters* and *Sports Magazine of the Air*, comprising daily comments and weekly summaries by Dan Daniel of the New York *World-Telegram*, George Trevor of the *New York Sun* and Pudge Heffelfinger, former All-American football player.

Foreign Experts Tour

INTERNATIONAL broadcast division officials of NBC, on a 20,000-mile tour to record American life and industry for foreign release, were on the west coast during early December making transcriptions of film and other important industries. Delegation included Henri Diamont-Berger, official representative of the French Government and P. T. T. which operates a chain of 14 stations; Dr. Arthur S. Deter, Portuguese expert of NBC's international division; John Alfred Barrett, NBC Spanish expert; J. Harrison Hartley, assistant director of special events, and John Holmes, NBC recording engineer. Transcriptions will be part of a series which will be broadcast over 14 French and five NBC short wave stations.

NINE HUNDREDTH consecutive broadcast was celebrated Dec. 2 by *Mrs. Tucker's Smile* program, oldest consecutive commercial on WFAA, Dallas. Sponsored by Interstate Cotton Oil Refining Co., Sherman, Tex., the program began Feb. 13, 1933, and has not missed its schedule except for forced cancellations in favor of special events broadcasts.

Coughlin Storm Is Revived

(*Continued from page 15*)

inevitably lead to similar persecutions of Catholics and of other faiths. "One hate breeds another," he said.

Fr. Coughlin, apprised beforehand of Mr. Hogan's intention to speak, told his audience that he had offered his time to the General Jewish Council which had engaged the network for the Hogan talk, and by whom, according to Fr. Coughlin, Mr. Hogan had been "engaged" as spokesman. This was declined, said Fr. Coughlin, who then urged his audience to keep tuned to the same stations for Mr. Hogan's ensuing speech. It was later stated on behalf of Mr. Hogan that he had not been "engaged" by anyone for the talk but that in effect, he was simply repeating a similar speech delivered by him Dec. 1 before the New York County Lawyers Assn.

The hookup booked for the Hogan speech, said to be virtually identical with the Coughlin hookup, included the following 35 stations: WABY, Albany; WPG, Atlantic City; WCAO, Baltimore; WCKY, Cincinnati; WGAR, Cleveland; WHKC, Columbus; WHO, Des Moines; WJR, Detroit; WLEU, Erie, Pa.; WJEJ, Hagerstown, Md.; WKBO, Harrisburg, Pa.; WIRE, Indianapolis; WREN, Lawrence, Kan.; WGR, Buffalo; WIBA, Madison; WTMJ, Milwaukee; WTCN, Minneapolis; WHBI, Newark, WJAS, Pittsburgh; WRAW, Reading, Pa.; WHAM, Rochester; WGBI, Scranton; WEW, St. Louis; WBAX, Wilkes-Barre; WRDO, Augusta, Me.; WLBZ, Bangor, Me.; WAAB, Boston; WICC, Bridgeport; WTHT, Hartford; WLNH, Laconia, N. H.; WLLH, Lowell, Mass.; WCOU, Lewiston, Me.; WFEA, Manchester, N. H.; WEAN, Providence; WATR, Waterbury.

Yankee-Colonial Position

The fact that the Colonial Network is linked into the Coughlin hookup, causing protests to its stations, led John Shepard 3d, president of the Yankee and Colonial networks, to issue a form letter in answer to people writing the networks in which he stated:

"We cannot agree with the comment that this broadcast is anti-Semitic or that it is designed to spread religious and racial hatred, and if we did so feel, the broadcasts would be discontinued.

"Our understanding, based on a close following of the discourses, is that they are aimed at Communism. Father Coughlin does not attack God-loving Jews. He condemns alike Jews and Gentiles who are atheistic in their viewpoints."

Adding that "we feel that the Jewish race has contributed greatly to the social and cultural life of all of us," Mr. Shepard's letter announced a new series of broadcasts by prominent civic leaders talking on the accomplishment of the Jewish people, to be heard from 9 to 9:30 p. m. Wednesdays. The first speaker, Dec. 7, was Rabbi Herman H. Rubenovitz, of Roxbury, Mass.

Meanwhile, Fr. Coughlin was busy on other sectors. He was reported to have interviewed Lenox R. Lohr, NBC president, seeking a period on an NBC network for his talks on a sponsored basis. When Mr. Lohr declined, on the grounds that NBC does not sell time for religious broadcasts, Fr. Coughlin is said to have asserted his talks could be classified as commercial since he intended to promote the circulation of his magazine, *Social Justice*. He claimed he was in the same classification as other periodicals buying radio time, notably *Time* and *Life*.

Fr. Coughlin also became plaintiff Dec. 8 in a libel suit in Detroit in which he asks for $2,000,000 damages from the *Detroit Free Press*, half for actual and half for punitive, for its reporting of his broadcasts in a news story. Details were not given out but his counsel were named as Milburn and Semmes, of Detroit.

NOW — FULL TIME!

WEMP

Milwaukee

Choice Evening Time
Still Available—
But Hurry!

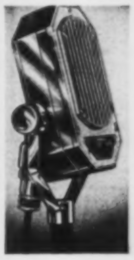
*Good Immediate Buy:
U-P News Strip at 8 P.M.

Gallup Polls Coughlin

DR. GEORGE GALLUP, director of the American Institute of Public Opinion, has announced that the Institute is at present conducting a survey to determine how large a radio audience listens to the Rev. Charles E. Coughlin's speeches and what his listeners think of his broadcasts.

Gulf Signs for Spots

GULF OIL Corp., Pittsburgh, early in January will start a quarter-hour news and sports program thrice-weekly on WJAX and WDAE, six times a week on WIOD and a thrice-weekly hillbilly show on WDBO. Agency is Young & Rubicam, New York.



Universal
AIRMASTER
Microphones

A new constant air-velocity super-microphone. Notable for fidelity of tone, sensitivity and wide range pickup. Freq. range 30 to 12,000 CPS. Output level -62 db. Includes 3-prong lock ring plug and 25 ft. rubber covered cable.

Model AV-H, high impedance (direct to grid): AV-P, to match 500 ohms line: AV-L, to match 200 ohm line: and AV-D, 33 ohms to match inputs, mixers or other low impedance lines.

Microphone Division

Universal Microphone Co., Ltd.
INGLEWOOD, CALIFORNIA, U. S. A.

Stoer Denies That Biow Has Taken WINS Helm

E. M. STOER, Hearst comptroller, who is in charge of all negotiations for the sale of Hearst stations, Dec. 12 issued an indignant denial to reports that Milton Biow, purchaser of WINS, New York, subject to FCC approval, has attempted to take over management of the station without waiting for FCC action and that his plan was defeated only by the concerted action of the three AFL unions belonged to by WINS employes.

According to a union spokesman, the American Federation of Musicians, members of the station's house orchestra, the actors and announcers who are members of the American Federation of Radio Aritists, and the technical staff which belongs to the International Brotherhood of Electrical Workers joined forces to "keep Biow out of the WINS picture until the FCC gives him control legally."

In his statement, Mr. Stoer says that his attention was called to the publication of a story in a trade paper "the inference of which is that Mr. Milton Biow, who owns a controlling interest in Metropolitan Broadcasting Corp., the proposed purchaser of Station WINS, has interested himself in the management of the station. The management of Hearst Radio wishes unequivocally to deny the truth of the story and all its inferences. WINS is now being operated solely by the management of Hearst Radio and will continue so to be managed as long as it is owned by Hearst Radio."

When Is 5,000
MORE THAN
50,000?

When 5,000 Watts
Broadcasts on 550 KC
and
50,000 watts is broadcast near the other end of your radio dial

ASK ANY QUALIFIED RADIO ENGINEER:
5,000 watts on 550 kc. is equivalent to 72,000 watts on 1200 kc.

KTSA
5000 WATTS ON 550 KC
San Antonio

full CBS schedule

"5,000 watts doing a 50,000 watt job"

New WE Microphone

WESTERN ELECTRIC Co. has announced a new microphone which picks up equally all sounds reaching it from the front but loses sensitivity as the source of the sound moves behind it. If a talker would circle the mike, coming closer in the rear to keep the level the same at all times, his path would be heart shaped or cardioid, for which reason the new instrument has been named the "cardidoid directional" microphone. As its directional properties are equally good for the lowest base or highest overtones, says WE, it will be excellent for symphony orchestra broadcasts, and because of the "dead" zone in the rear it can be placed near the wall, leaving the entire studio free for use.

Finch Facsimile Kits

WILLIAM A. BRUNO, New York, has taken out a license under Finch Facsimile patents to manufacture facsimile receivers in kit form, according to an announcement Dec. 7 by W. G. H. Finch, president of Finch Telecommunications Laboratories.

Equipment

NEWLY-INSTALLED high-fidelity circuits between the studios of WABC, New York, and its transmitter at Wayne, N. J., give that station's audio waves a frequency of nine octaves, two more than on the keyboard of a standard piano, or a range from 25 to 10,000 cycles.

NATIONAL RADIO INSTITUTE of Washington, correspondence school, is observing its 25th anniversary. James E. Smith and E. R. Haas, who formed the partnership, are still its operators.

WSJS, Winston-Salem, N. C., has purchased an RCA 250-D transmitter.

DAVID BOGEN Co., New York, has announced a new 70-watt DX 70 binaural amplifier, with electronic tone correction, twin 35-watt output channels, four microphone and two phonograph inputs.

FRANK B. McRAE, formerly technical instructor of National Automotive Radio Electrical & Diesel School, Los Angeles, has joined Norman B. Neely, Hollywood, technical sales agents, as sales engineer. Ann Malamud, formerly of 20th Century Radio Productions, Hollywood, has also joined as secretary and office manager.

1938
HEALTH GREETINGS

Christmas Seals

protect your home and family from tuberculosis

BUY *them from your local tuberculosis association*
USE *them on your Holiday letters and packages*

The National, State and Local Tuberculosis Associations in the United States

WE Appoints Lack

FREDERICK R. LACK, formerly director of vacuum tube development at Bell Telephone Laboratories, has been appointed general commercial engineer of Western Electric Co., in charge of sales of WE products outside of the Bell system, including broadcasting equipment; aviation, police and marine radio; public address systems; hearing aids, etc. Highlights of Mr. Lack's career with Western Electric include directing the installation of a radio link between Peking and Tientsin and installing the first multiplex teletypewriters for the Japanese Government, for which he received the Order of the Rising Sun. He did research in shortwave transatlantic radio and supervised the first commercial installation of ship-to-shore radio on the *Leviathan*. Since 1935 he has had charge of vacuum tube development, directing engineering on tubes for ultra-short waves, for ultra-high power and others.

W2XJI, ultrahigh frequency adjunct of WOR, Newark, has gone into regular operation, using 100 watts in 26300 kc. It will carry WOR-MBS programs from noon to 6 p. m. daily. Transmitter is located atop the WOR headquarters building at 1440 Broadway, New York.

COLLINS RADIO Co., Cedar Rapids, Ia., has published a bulletin describing in detail its new 26C limiting amplifier. The new device is a general purpose program amplifier including means to prevent peak output signal amplitude from exceeding a predetermined level.

WTAQ, Sheboygan, Wis., has purchased an RCA 5-D transmitter to be installed at West De Pere.

KVNU, new station at Logan, Utah, has purchased RCA speech input and measuring equipment.

ALLEN B. DuMONT Labs., Passaic, N. J., has published its 1939 catalogue of cathode-ray tubes and apparatus, which may be had on request by writing direct.

WCLO Picks Up WLS

PROGRAMS of WLS, Chicago, are being rebroadcast by WCLO, Janesville, Wis., under an arrangement inaugurated Dec. 5. R. L. Ferguson, new general manager of the Janesville local, made the arrangements with Glenn Snyder, vice-president and general manager of WLS. On Dec. 6 WLS saluted the new affiliation with a special program.

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate
1,000 Watts

The Only Blanket Radio Coverage of Prosperous Western North Carolina

"The Quality Market of The Southeast"

in the CONTROL ROOM

WILLIAM COMYNS, head of the radio and electrical department, Frank Wiggins Trade School, Los Angeles, will leave in January for Bogota, Colombia, to supervise erection and operation of the old KNX, Hollywood, 50,000-watt transmitter recently dismantled at Sherman Oaks, Cal. and shipped to the South America republic.

WALTER CARRUTHERS, KHJ, Los Angeles, technician, and Dorothy Drew, Hollywood radio actress, married Nov. 25.

SELWYN WARREN, former chief operator on the Standard Fruit Line's *Morazan*, has joined WWL, New Orleans, and is stationed at the new 50 kw. transmitter.

WALTER A. GRAHAM, control supervisor of WOV-WBIL, New York, and Gilbert McDonald, engineer of the same stations, operate amateur radio stations W2ADS and W2CHK, respectively. Mr. McDonald, whose equipment is home-made, has communicated with 57 countries all over the world.

W. L. MURTOUGH and J. R. Troxel, formerly of the technical staff of WHN, New York, have joined Electronic Products Inc., New York, manufacturers of recording machines and electronic devices. Mr. Murtough is engineer in charge of production and Mr. Troxel, sales manager, according to Michael P. Walker, general manager of the company.

DON WELLER, chief engineer of WISN, Milwaukee, whose hobby is acting, has been meeting great success as a leading man with the local Shorewood Players. His next appearance will be in "Stage Door", Jan. 26-27.

NORMAN HURLEY, chief engineer of WAPI, Birmingham, recently retained the trophy he won several months ago by again winning the amateur bait casting contest in Lane Park. He set a new record with a 176-foot cast.

WALLY LAMBORNE, formerly with KICA, Clovis, N. M., has joined the technical staff of KIDO, Boise.

HERB STEINMETZ, frequency measurement engineer of Commercial Radio Equipment Co., Kansas City, is the father of a boy born recently.

MERLE JONES, formerly of KMA, Shenandoah, has joined the engineering staff of WAAW, Omaha.

ROBERT W. GRANTHAM, formerly radio engineer with the Kingsport (Tenn.) police department, recently joined the engineering staff of WRTD, Richmond.

CARL SCHWARZ has joined the technical department of KYA, San Francisco.

LLOYD HUCKSTEP has resigned his engineering post with WTAR, Norfolk, to join WRNL, Richmond, his home town.

EDMUND A. LAPORT, one of the three owners of WSPR, Springfield, Mass., has been named chief engineer of RCA Victor Co. Inc., of Canada, with headquarters in Montreal.

JOHN BOYKIN, engineer of WPTF, Raleigh, married Janie Tomlinson, of Cary, N. C., Dec. 5.

R. MORRIS PIERCE, chief engineer of WGAR, Cleveland, was in Beverly Hills, Cal., during early Dec. to confer with G. A. Richards, station owner, who also operates KMPC in the latter city.

JEAN ENGLISH, CBS studio engineer, will transfer to KNX, Hollywood, Jan. 3.

O. S. U. Arranges Technical Course

Second Conference to Be Held At Columbus Feb. 6-17

THE SECOND Annual Broadcast Engineering Conference will be held at the Ohio State University, Columbus, Feb. 6-17, under the auspices of the University, according to an announcement Dec. 5 by Dr. W. L. Everitt, director. The purpose is to bring together leaders in the industry and practicing engineers from all parts of the United States and Canada for a "short course" on broadcast engineering.

The first week will be devoted to transmitter problems while the second will cover the studio proper and associated equipment. The program basically will include three topics each day, a period of two hours being assigned to each topic. The first hour will be devoted to a formal lecture by the leader and the second hour to a round-table discussion participated in by all those in attendance. Dr. Everitt pointed out that the number of men who can be accommodated at the conference is limited so that all attending may benefit from the round-table discussion.

Conference Agenda

The agenda for the first week covers a discussion of rectifiers by E. M. Boone, Ohio State University; a panel discussion on standards of good engineering practice by Andrew D. Ring, FCC assistant chief engineer for broadcasting; J. H. DeWitt, chief engineer of WSM, Nashville, and S. L. Bailey, consulting engineer of Jansky & Bailey, Washington. Electromagnetic waves will be discussed by Dr. Everitt. Measurements on broadcast antennas will be covered by S. B. Sinclair, General Radio Co., Boston, and transmission tubes by E. E. Spitzer, of General Radio. Practical aspects of radiation systems and transmission lines will be covered by J. F. Morrison of Bell Telephone Laboratories, and waves, words and wires by Dr. J. O. Perrine of A T & T.

Listed for discussion during the second week are facsimile by Dr. C. J. Young, RCA Mfg. Co.; electron optics, by Dr. V. K. Zworykin, RCA; television by L. S. Jones, RCA; development of proposed standard volume indicators by R. M. Morris, NBC; the receiver as part of the broadcast system by A. Van Dyck, RCA License Laboratory; receiver characteristics having special broadcast system significance by D. E. Foster, RCA License Laboratory, and the functional design and the measurement of broadcasting studio facilities by H. A. Chinn, CBS.

The annual banquet will be held Feb. 16, a day before adjournment. The fee for the conference is $20, payable at the time of registration. It includes the cost of the banquet and dinner and the inspection trip to the WLW transmitter.

CZECHOSLOVAKIA lost two of its broadcasting stations as a result of German and Hungarian occupations. The 12,200-watt Morauska - Ostrava station (1204 kc.) went to Germany, which now calls it Schoenbrunn. The 10,000-watt Kosice station (1158 kc.) went to Hungary, which now calls it Kassa.

Radio AND Education

WLS, Chicago, is carrying a series of remotes from various Midwestern industries, slanted to tell listeners how products are manufactured. Directed by Harriet Hester, in charge of education at WLS, the quarter-hour Wednesday afternoon series has been broadcast recently from the Quaker Oats factory, Cedar Rapids, Ia., and McGraw Electric Co., Chicago. Tentative schedule includes Williamson Candy Co., Birdseye Co. and Dean's Milk Condensory. The series, called *The World In Which We Live*, is a part of the WLS *School Time* program.

FEDERAL Music Project is presenting a weekly series of *Operatic Highlights* on WEVD, New York, as part of the station's University of the Air division. Well-known sections of famous operas are featured with Irwin Hopkins acting as commentator. WEVD is also broadcasting a series of weekly full hour presentations of the most successful plays of the Federal Theatre Project in *Federal Theatre of the Air*. Beginning in January, the plays will run 50 minutes, followed by spot criticism by radio and dramatic editors.

WAUWATOSA Children's Theatre Guild, founded on the idea that adults acting in children's plays could make the performances more realistic than children, is presenting radio plays each Saturday for five weeks on WTMJ, Milwaukee, under auspices of the PTA and local school officials. Members of the organization include business and professional men, along with any others interested in theatricals.

MARK EISNER, well-known educator in New York City, is conducting a series of quarter-hour programs *The Taxes We Pay* on WMCA, New York, consisting of an analysis of taxation in city, state and federal government with authorities on taxation as guest stars each week.

WBBM, Chicago, has started publication of a monthly release called "Educational News" complete with program listings and comments on various educational programs. Bulletins, mailed on request to all teachers, librarians and welfare groups, are compiled by Mrs. Lavinia Schwartz, educational director of WBBM.

CHARLES NEWTON has resigned as radio director of Chicago U, where he has been assistant to William B. Benton, former head of Benton & Bowles, New York, and now vice-president of Chicago U. Mr. Newton has announced no future plans and his successor will not be named until Mr. Benton returns to his desk from Billings Memorial Hospital where he is convalescing following an attack of pneumonia.

DONALD W. RILEY, of the public speaking department of Ohio State U, has written a handbook of radio drama technique which has been published by Edwards Brothers Inc., Ann Arbor, Mich.

DR. ARTHUR G. CRANE, president of the University of Wyoming and chairman of the National Committee on Education by Radio, was elected president of the National Association of State Universities at its November meeting.

TO GET extra benefit from the weekly NBC educational feature, *America's Town Meeting of the Air*, carried by WOWO, Fort Wayne, the program has been made a regular feature of the local YMCA educational program. The group listens to the program each Thursday.

Opposing Viewpoints

OPPOSING viewpoints of this country's problems and what should be done about them will be presented by the NBC in a new series presenting two nationally known Washington columnists—Mark Sullivan, generally classed as a "conservative," and Jay Franklin, representing the "liberals." Their program, *The Public Interest in Democracy*, will be broadcast as a sustainer over the NBC-Blue from 10:30 to 11 p. m., EST, each Wednesday, starting Dec. 21, each taking half the period.

Radio's Future

A LOOK into the future of radio was given in the "Ten-Ten Topics" column of the *Knoxville News-Sentinel*, affiliated with WNOX. The prophecy was tied into the Armistice Day theme.

Results COUNT MOST

WLBZ
Bangor, Maine
Now NBC
Red and Blue

WEED & COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK - CHICAGO
DETROIT - SAN FRANCISCO

HERE TIZ, BOYS— HERE TIZ!

WAVE's unique ability to draw crowds of *customers* into Louisville stores, time after time and at *low* cost, amazes even Louisville merchants themselves. The result is that they buy nearly *one hour* on WAVE for each ten minutes on any other Louisville station. . . . And they get, with WAVE, the biggest part of Kentucky's buying power—at *half* cost. Want detailed facts?

An N. B. C. Outlet.

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

STATION
WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

KATE

250 WATTS
1420 KC

FULL TIME
for
KATE
effective
DEC. 19

ALBERT LEA
BROADCASTING
COMPANY
E. L. Hayek, Pres.

Representatives:
Gene Furgason
& Co.

Studios in

Albert Lea and Austin
MINNESOTA

Whiteman Quits, RCA Starts Suit

(Continued from page 16)

is asking relief from this practice.

Lawrence Morris, vice-president and general counsel of RCA Mfg. Co., the first witness, testified the company was the successor to RCA-Victor, which had previously succeeded the Victor Talking Machine Co., each successor assuming all assets and liabilities of its predecessor and all, since 1901, engaged in the manufacture and sale of phonograph records. When Maurice M. Speiser, general counsel of NAPA, handling the defense of Mr. Whiteman, questioned the plaintiff's authority to broadcast its records or to license their broadcast by others, the corporation charters of the three companies were offered in evidence. Questioned by Mr. Speiser, Mr. Morris admitted that records are used in coin-operated machines, in motion pictures and otherwise commercially in addition to broadcasting, but that no legal action had been taken by RCA against anyone for commercial exploitation of its products prior to the Waring case, in which RCA did not intervene.

Artist Agreements

Regarding this case, which NAPA conducted for Waring in Pennsylvania, winning a decision prohibiting WDAS, Philadelphia, from broadcasting the recording in question without his permission, Howard C. Dornell, manager of the copyright royalty section of RCA Mfg. Co., testified the company has written agreements with its artists and that the Waring record was the only one he ever knew to be made under a verbal agreement in his 30 years with the company.

He said his company secures licenses from the copyright holders of the music it records and that RCA Mfg. Co. in turn issues licenses for the use of these records in coin-operated machines and in making motion pictures. The only radio licenses it has ever issued, he said, were during the last year to 16 stations for the broadcasting of records advertising RCA records and phonographs, which were broadcast in time purchased by the company or its dealers.

The largest sale of records is for use in the home, he stated, adding that as the use of records in broadcasting has increased the sale of records has decreased. To prevent such use, he said that in 1932 the company began labeling all records "not licensed for radio broadcast" and in August, 1937, changed that warning to read "licensed by manufacturer only for noncommercial use in homes." Contracts with Whiteman and other artists whose recordings have been broadcast on WNEW were offered in evidence. Mr. Dornell was still on the stand when the session was adjourned until Dec. 14.

Stuart Sprague, representing the NAB, secured permission to file a brief stating the position of this organization before the close of the hearing.

Other Litigation Seen

More court action is in the offing for the manufacturers of phonograph records, following their rejection of the new license form submitted to them by the Music Publishers Protective Association, which acts as agent for its member publishers in handling the mechanical rights of their music. This new license restricts the use of records to homes only, enjoining the record companies from allowing their records to be used on the air or in the 250,000 coin-operated machines throughout the country which constitute by far the largest market for recordings of popular tunes.

Rejection of this license, with its restricted sale results and its concomitant requirement that the recording companies police the wholesalers and retailers of their products to prevent their ultimate use outside the home, does not mean that the recorders cannot use the music copyrighted by MPPA members, as the copyright law states that once a publisher has issued a recording right to any record manufacturer he must issue the same right to all other manufacturers asking for it, at the maximum fee of two cents a pressing. This represents almost a doubling of the cost, however, as the license rate continues at 1¼ cents per pressing.

To prevent this, even at the higher rate, MPPA has told the recorders that if they do not accept the license, but take advantage of this stipulation of the law, they must record the music exactly as it is published by the publisher. The right to prepare individual orchestrations is a separate right, says MPPA, which will be granted only to licensees. This is denied by the recording companies, and it is likely that court action will occur over this point. Music of publishers not belonging to MPPA and public domain music is still available to the recorders, of course.

Recorders also object to the implication that the music publishers have any jurisdiction over the distribution of recorded versions of their numbers. That right belongs solely to the record manufacturer, they contend, who has paid his copyright fee to the MPPA and his salary to the artist employed in making the disc. A prominent member of the recording industry, who for obvious reasons did not wish to be quoted, told BROADCASTING that he believes the outcome of all of these court actions as far as the radio industry is concerned will be that the broadcasters will pay a license fee for each record broadcast, with this payment being divided between the artist, publisher and record manufacturer.

NEWS FOR SCHOOLS

KLZ Current Events Aimed At Classroom Use

THE LATEST in news broadcasts—designed especially for children in the public schools—was inaugurated Dec. 5 by KLZ, Denver.

Each Monday, Wednesday and Friday from 9:50 to 10 a. m. the station presents a series of analytical news broadcasts usable in elementary, junior and senior high school classrooms. The programs cover major local, national and international news events that are "history in the making."

Mr. Fleming

Fred Fleming, KLZ news editor, conceived the idea and is in charge of the program. News events dealing with social legislation, education, civic, political and religious progress, invention, discovery, and engineering are being treated. Denver public school officials have enthusiastically hailed this addition to the school curriculum.

KFRU Feeds KXOK

KFRU, Columbia, Mo., widens its audience by feeding its top programs to sister station KXOK, St. Louis. Attractions originating in Columbia that have gained a following in the St. Louis territory include the *Burrall Symphony Concerts* from Stephens College; *Burrall Bible Class*, world's largest Sunday school organization, participated in by students of Stephens and Christian colleges for women and the University of Missouri; the *Stephens College Sunday Sunrise Service;* and *Stephens College Presents*, weekly half-hour concert by faculty talent of the college's music conservatory.

GROVER PRODUCTS Co., Los Angeles (Kiki auto horns), new to radio, has appointed Elwood J. Robinson Adv. Agency, that city, to direct its regional advertising and on Dec. 5 started for 3 weeks using two spot announcements daily on KMPC, Beverly Hills, Cal., in a test campaign. Extensive use of West Coast radio is planned for 1939.

Would You Gamble On The Bible?

Here's an offer that's no gamble.

We Bet You

A FREE CHRISTMAS BROADCAST OF OUR BEAUTIFUL STORY OF THE FIRST CHRISTMAS

"A Child is Born"

that your community will demand 52 weeks of these inspiring "Immortal Stories from the Book of Books."

No strings . . . you broadcast this Christmas Classic absolutely free, Christmas Eve, and again on Christmas Sunday. Then let your own conscience be your guide when you hear from the clergy, the churches and the general public. Lots of fine portraits in costume, newspaper mats, publicity stories, radio plugs included in this free offer. Write today for details.

MERTENS AND PRICE, Inc.
3923 West Sixth Street
Los Angeles, California

LATE *Personal* NOTES

C. ALPHONSO SMITH, of the press and information section of the Soil Conservation Service, on Dec. 5 joined the FCC press staff on temporary detail as assistant to M. L. Ramsay, special assistant to Chairman McNinch. A graduate of the University of Virginia, he spent two years in research with a New York advertising agency and formerly edited a Charlottesville newspaper. He was assistant advertising counsellor of the Vick Chemical Co., in Greensboro, and later entered the Government Service.

DEMA HARSHBARGER, for the last 3½ years manager of NBC Artists Service, Hollywood, resigned that post effective Dec. 9, according to announcement by Don E. Gilman, NBC western division vice-president, that city. No successor has been announced. Miss Harshbarger will make a combined business-vacation trip to Honolulu before announcing future plans.

BILL WILLIAMS, veteran New England radio man, has been named commercial manager for the Hartford district of WNBC, New Britain, Conn., which expects to have its Hartford studios at 54 Pratt St., between Dec. 15 and 30. Larry Edwardson, salesman, has been promoted to commercial manager of WBNC.

CHARLES ROE, formerly of WCAE, Pittsburgh, has joined WGL, Fort Wayne, as program manager. Eldon Campbell, formerly of KBTM, Jonesboro, Ark., Dick Faler, and Joe Roehling have joined the WOWO-WGL announcing staff.

NORMAN RAY recently joined the announcing staff of KXOK, St. Louis.

WILLIS PARKER, Hollywood writer, is writing the transcription serial, *Suspicion*, being produced by 20th Century Radio Productions, that city. Aerogram Corp., Hollywood, is cutting the 39 quarter-hour episode series.

BEN B. SAMDES, formerly manager of the Hannibal studios, has been named program director of WTAD, Quincy, Ill.

PHIL FRIEDMAN, formerly executive assistant in charge of talent, RKO Pictures Corp., Hollywood, has been placed in charge of talent search for the CBS *Gateway to Hollywood* program which starts Jan. 8 under sponsorship of William Wrigley Jr. Co.

ROBERT B. CALDWELL Jr., announcer of WHB, Kansas City, is the father of a boy born Dec. 3.

ALFRED SEGAL, staff writer of the *Cincinnati Post* for more than 25 years, will write the script for *Mr. Dodd Looks at Life*, tale of an average American's views of the world today to be originated for NBC-Red by WCKY, Cincinnati, as a regular Sunday quarter-hour, starting Dec. 25.

JERRY G. JULUM, formerly of KMOX, St. Louis, has joined the sales promotion staff of WOAI, San Antonio.

GRAHAM ARCHER, Hollywood announcer-actor, has been given the announcing assignment on *Exclusive Story*, transcription serial being produced by 20th Century Radio Productions, that city. Series of 39 quarter-hour episodes is being cut by Aerogram Corp., Hollywood.

AILEEN SOARES, former radio publicity director of the Federal Council of Churches, and columnist of the religious publications, *Christian Herald* and *The Pageant*, was recently added to the NBC press department to handle religious programs.

PHILLIP MYGATT, of the radio department of McCann-Erickson, New York, has resigned to accept a position with J. Walter Thompson, New York, in the agency's Australian office.

MISS REGGIE SCHUEBEL, radio time buyer at the Biow Co., New York, on Dec. 12 returned to her job after a week's illness at Mt. Sinai Hospital, New York.

H. C. BURKE, manager of WBAL, Baltimore, will sail from New York on December 15, on the *Monarch of Bermuda* for a vacation in Bermuda, returning Jan. 3.

JOHN BRIGGS, formerly with Constance Hope Associates, New York, as press agent, on Nov. 28 was appointed to the NBC press division to write special musical stories about Arturo Toscanini and the NBC Symphony Orchestra.

RUSSELL Stanton, CBS Hollywood transmitter engineer, is the father of a daughter born Dec. 5.

JOE SCHWEIGER, CBS Hollywood engineer, is the father of a baby girl born Dec. 7.

WARREN HULL, Hollywood film actor and formerly NBC announcer on the old *Maxwell House Show Boat* series, has taken over that assignment on *Good News of 1939* sponsored by Maxwell House. He replaces Ted Pearson, M-G-M film actor and announcer. Phil Rapp, writer and Max Tarr, composer-arranger, have had their contracts renewed for another 13 weeks.

BETTY ANN JANSSEN has joined the traffic department of WTMJ, Milwaukee, replacing Edna Bartelt, recently married.

AL JOSEPHY, of the special features division of MBS, is writing a novel dealing with the present generation.

A. B. SCHILLIN, recently sales manager of WINS, New York, and formerly president of Schillin Adv. Corp., has been appointed vice-president in charge of sales at WAAT, New Jersey.

H. B. SOUTHARD, manager of WBAP, Fort Worth, is the father of a girl born Dec. 3, his first child.

ROGER W. CLIPP, general manager of WFIL, Philadelphia, has been named chairman of the new Red Cross Communications Emergency Committee and co-chairman of the Radio Council for the President's Birthday Ball.

THEY'RE TUNING IN WATL IN ATLANTA
IT'S A HABIT!
Atlanta listens to WATL Newscasts. Broadcast every hour on the hour
Available for sponsorship
WATL
ATLANTA

EDWARD SCRIVEN, formerly of BBDO, Chicago, has been named vice-president of A. C. Nielsen Co. and will head the forthcoming radio index contemplated by the research firm.

NORMAN SICKLE, script writer of WFIL, Philadelphia, has resigned to free lance in New York.

R. U. McINTOSH, head of R. U. McIntosh & Associates, N. Hollywood production firm, recently became the father of a 7½ pound son.

BARNETT FUEL Co. and the American Fuel Co., Denver, have started sponsorship of *The Shadow* on Mutual's affiliate KFEL, Denver. The program is sponsored on 7 MBS stations in the East by the Delaware, Lackawanna & Western Coal Co., New York. Sundays, 5:30-6 p. m. through Ruthrauff & Ryan, New York.

FAIRCHILD RECORDERS
have
Center Drive turntable and Synchronous Motor that guarantee constant speed at 33 1/3 r.p.m.
Sound Equipment Division
FAIRCHILD AERIAL CAMERA CORPORATION
88-06 Van Wyck Blvd.
Jamaica, Long Island
New York

DOUBLE THE PRICE OF THE CROP, SUSIE!

The Red River Valley's prize crops, each year, enrich our hayseeds with plentiful cash to buy almost anything they want — at will. All in all, WDAY's 1,509,107 listeners buy 46% of the total retail purchases made in the three combined states, North Dakota, South Dakota and Minnesota [omitting the counties containing Minneapolis and St. Paul].

And what's more, WDAY covers the whole wide Red River Valley virtually alone! . . . For the story in full, write WDAY!

WDAY, INC.
N. B. C.
Affiliated with the Fargo Forum
FARGO N. D.
FREE and PETERS, INC. NATIONAL REPRESENTATIVES
940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

KEHE Sale, Transfer Under FCC Advisement

ATTORNEY Basil Cooper of the FCC, who conducted the hearings Dec. 7 to 9, has taken under advisement the applications involved in the proposed sale of KEHE, Los Angeles, to Earle C. Anthony, operator of KFI and KECA, Los Angeles, for $400,000. Joined in the hearing was the application of Warren Worcester to purchase KECA from the Anthony interests for $97,500 and to move it into San Diego.

Opposing the move to San Diego were KFSD and KGB of that city, with Tom Sharp, owner, present for KFSD and Manager Sidney Fuller for KGB. Appearing with Mr. Worcester was Glenn Litten, formerly KFSD manager. Harrison Holliway appeared for the Anthony interests and Jack Gross and H. W. Gambrill for KEHE. The Hearst-owned KEHE would be taken over entirely by Anthony who would use its recently built plant to house both KFI and KEHE.

INTERNATIONAL VITAMIN Corp., New York, on Jan. 2 will start a new series of transcribed musical shows on WOR, Newark, to run for 13 weeks, Mondays, Wednesdays and Fridays, 4:50-4:55 p. m. Bisberne Adv., Chicago, is the agency.

POP GO THE PURSES!

Whether it's soup or nuts, when they hear it over WAIR, POP GO THE PURSES! A trial will convince you that WAIR has that certain something every salesmanager wants.

WAIR

Winston-Salem, North Carolina
National Representatives
Sears & Ayer

Wheeler Warns of Congress Review

(*Continued from page 18*)

When six or seven minutes of a 15-minute program are devoted to commercials, he declared "the effectiveness of such is greatly reduced and the program is definitely in bad form." Limited advertising, he added, "will attract more people to radio programs and there will be actually more listeners for the advertising presented."

"Highly commercialized programs are no greater an evil than propaganda foisted upon the listening public by various governmental agencies under the guise of being educational," he continued. "A governmental department that deluges the public with propagandized programs designed indirectly to effect greater appropriations and increased personnel is guilty of a disservice to the people. Such conduct is not only unnecessary and wasteful, but also palpably wrong.

"What I choose to call the 'intelligent selfishness' of radio stations should dictate a policy of limited advertising with its accompanying increase in listeners. Failure by the industry to rectify this obvious defect in programs inevitably will lead to drastic legislation by the Congress. And I, for one, not only will support such legislation, but I would introduce it, and actively seek its enactment."

Because less than 5% of the 700-odd stations made half of the profits in the industry during 1937, Senator Wheeler said a "grave danger" appears. While in other industries there is an even less equitable distribution of earnings, he said it nevertheless represents a "trend towards monopoly which is particularly dangerous in broadcasting — dangerous not only because it threatens the economic system, but because it threatens the social and political system". This problem should be solved before it becomes more grave and threatening, he said.

If a monopoly is permitted, said the Senator, it in effect will mean Government ownership and control. And in this connection he plunged into a discussion of what has happened in the dictator countries as an object lesson for those in the United States "who for selfish reasons are fostering monopoly as well as those who are suggesting government ownership of radio in this country". Monopolized radio, public or private, he declared, is the means by which dictatorships are created and maintained. And with those who say that it "can't happen here", he said he was in violent disagreement. "It can happen here," he insisted.

A Horrible Example

"In those dictator-ridden nations of Europe we have a living example of radio as an instrumentality of evil. Can there be any doubt of that when the first act of the dictator in our day has been to immediately commandeer the radio? And by its utilization they not only rise to dictatorship, but they maintain themselves in power. It is more powerful than a thousand fleets of airplanes, or a thousand tanks, or regiment after regiment of infantry.

"This amazing and ruthless use of radio as a medium of propaganda is not restricted to their own borders. They seek to saturate other nations with it via the short wave, and at the same time prevent their own beleaguered subjects from listening to outside stations.

"I am told that a German who tunes into an American or English program commits a criminal offense punishable by fine and the concentration camp. It is doubtful whether or not this campaign on the part of certain despots to propagandize other nations is altogether successful. And likewise it is doubtful whether or not they effectively prevent their people from listening to programs originating in democratic nations."

Declaring Hitler could not hold his power without radio, Senator Wheeler said "I shudder to think what might take place in the United States if radio should be controlled in the slightest degree by a political party in power or by a monopoly." He recalled the hysteria that swept this nation during the World War when "we were led to think that German spies were everywhere.

"Today we see evidences of hysteria even in this country. We are experiencing the growth of the same type of propaganda. A form of intolerance is growing in the United States by leaps and bounds."

He concluded with another plea that broadcasters present all sides of a question whether it be political, economic, social, racial or religious. He pointed to the political section of the act affording political candidates equal opportunity and said it must be broadened to include other subjects, emphasizing it is the duty of the Commission and the industry to prevent any infringement of American guarantees of freedom and liberty.

WDAY, Fargo, N. D., will headline its Christmas fund program Dec. 17 with Don McNeill, m.c. of the NBC *Breakfast Club*, NBC singers Fran Allison and Johnnie Johnston.

WHB, Kansas City, broadcasts an automatic Merry Christmas in answering phone calls. Manager John T. Schilling rigged a recording outfit on the switchboard and phoners hear Jingle Bells.

MOTHER KNOWS BEST...

That's why Father lets her do all the shopping.. and that's why WHN offers you this grand program to reach thousands of mothers with your sales message.

It's MY DAUGHTER AND I featuring columnist Anne Hirst...fifteen minutes of dramatizations of mother-daughter problems...every Monday, Wednesday and Friday from 12:30 to 12:45 P. M.

WHN
DIAL 1010
NATIONAL SALES REPRESENTATIVES
EDWARD PETRY & CO., INC.

EARL H. GAMMONS (right) general manager of WCCO, Minneapolis, presents the Minneapolis Association of Manufacturer's Representatives' golf tournament trophy to winner Tom Dawson of the WCCO sales department. Carl Burkland (left), sales manager of WCCO and the association's program chairman, looks on. Trophy was given by *Minneapolis Journal*.

New Wisconsin Outlet

APPEALS on behalf of KDAL, Duluth, against the FCC's decision of January, 1937, authorizing a new 100-watt outlet on 1200 kc. in Superior, Wis., across the bay from Duluth, having failed, plans are going forward for construction of the station, which must be completed by April 9, 1939, under the latest FCC extension of construction permit. The permit was issued to Fred A. Baxter, retired former mayor of Superior, who has applied to the FCC for authority to transfer from himself to WDSM Inc., a new corporation in which he would hold 50% stock, Mary Baxter 48%, Dr. Joseph H. Weisberg 1% and James J. Conroy, attorney, 1%. Transmitter and studios will be located at 1507 Tower Ave.

Parent RCA Series

RCA parent company has undertaken sponsorship of an institutional advertising program over WMAL, Washington, scheduled to start Dec. 21 and to be titled *Radio Center Open House*. Heard Wednesdays, 8-8:30 p. m., the program will be a miniature of RCA's *Magic Key* on NBC-Blue. It will have an invited studio audience of about 100, largely Government officials who desire to see how radio programs are staged. An outstanding artist will be brought to Washington each week for the show, starting with Virginia Rea. The account will run 26 weeks and is placed direct.

ADDRESS of Gov. A. B. Chandler to the citizens of Kentucky on the financial condition of the state was carried as a one-hour commercial by WCKY, Cincinnati, Dec. 8.

WOL

WASHINGTON, D. C.

1,000 Watts
DAY & NIGHT
Affiliated With the Mutual Broadcasting System
1230 KC.

WPTF Uses Weeklies

SHUNNED by Raleigh's daily newspapers, Walter Huffington, publicity director of WPTF, Raleigh, has placed radio columns in two local weeklies. The *Union Herald*, weekly trade paper with several thousand circulation, carries a weekly column of local and WPTF news, along with network personalities and highlights of WPTF's schedule. *Carolina Tribune*, colored newspaper with considerable circulation in Raleigh and over the state, also carries a similar news-program section. In addition, a monthly Radio Program folder is published by a local printing concern, which lists programs on WPTF and the three major networks a month in advance.

WBNX NEW YORK

Speaks the Language
Plays the Music
Sings the Songs of
Metropolitan New York's
Foreign Residents and
Tells them WHAT *and*
WHERE TO BUY

1000 WATTS DAY AND NIGHT

The Station that Speaks Your Language

GE Shortwave

THE first shortwave radio transmitter in the United States west of the Mississippi will be erected on Treasure Island, site of San Francisco's World's Fair, and will be ready in February, according to Chester H. Lang, manager of broadcasting for General Electric Co., upon approval by the FCC of the site at the Fair instead of at Belmont, Cal., as asked in the original application. The station will operate on two frequencies—9530 and 15,330 kc., which are duplicates of the wavelengths used by GE for many years over W2XAF and W2XAD, Schenectady. The station, operating on 20 kw., will be equipped with directional antennas designed by Dr. E. F. W. Alexanderson, with beams directed to the Far East and South America. Harold G. Towlson is supervising the installation. Equipment was built by GE.

Brooklyn Rehearing

REHEARING of the controversy involving WWRL, Brooklyn time-sharing station, was authorized Dec. 5 by the FCC in granting the petition of Paul J. Gollhofer, original licensee of the Brooklyn station. The Commission simultaneously set aside its decision of May 25 granting the application of WWRL for modification of license and denying the applications of Gollhofer and Lillian E. Kiefer for the station's facilities. Also designated for further hearing were several applications involved in the proceedings which will be held along with the application of WCNW, Brooklyn, for modification.

FACTS-*NOT* FANCY

The KSCJ PERPETUAL SURVEY WAY!

You'll find the answer to scientific programming of YOUR sales message through the KSCJ PERPETUAL SURVEY. It's an ingenious and common-sense approach to day by day, hour by hour listener preferences in the rich KSCJ area. Are you familiar with it? Ask our national representative, or write to KSCJ today.

TIME	CALLS	LTNG.	POWER DAY NIGHT	KSCJ IOWA 5,000 1,000	"B" STATION NEBR. 5000 1000	"C" STATION SO. DAK. 5,000 1,000	"D" STATION NEBR. 10,000	"E" STATION MINN. 50,000	"F" STATION MISCEL.
7:00	379	160		71	61	12	5	1	7
7:15	380	188		74	70	24	7	1	9
7:30	364	173		90	42	17	9	1	11
7:45	379	197		102	48	27	8	1	9
TOTAL		718		337	221	80	29	4	47

THE QUESTION:
"Is Your Radio Turned On? If so, What Station are You Listening to?"

Over 1,688,070 Listeners in KSCJ .02 Millivolt Area!

KSCJ
The JOURNAL
Sioux City, Iowa
Affiliated with C.B.S
Represented by GEORGE HOLLINGBERY · C.W. Corkhill, MANAGER

7:00-8: P.M.
8:00-9:
9:00-10: P.M.
10:00-11: P.M.
SOUTH DAKOTA
MINNESOTA
IOWA
NEBRASKA
SIOUX CITY

ARTHUR E. MacDONALD, KEHE, Los Angeles, account executive, displays results of a one-day absence from his radio sales duties on opening day of California's duck season. He bagged his quota at Lancaster, Cal.

Gulf's Guild Series

GULF OIL Corp., Pittsburgh (oil products), having contracted to sponsor Screen Actors Guild radio program, starts the series Jan. 8 on CBS, Sunday, 7:30-8 p. m. (EST), with emanation from Hollywood. Deal, which has long been in negotiation with Young & Rubicam Inc., New York agency acting for the sponsor, will net Screen Actors Guild $10,000 weekly. This is to be turned over to the Motion Picture Relief Fund for building purposes. Contract is for 13 weeks. Options have been obtained for another 26 weeks, with provision made for a three year further extension. Tom Lewis, Young & Rubicam's New York supervisor of radio, now in Hollywood, will remain on the Coast to produce the show which will draw talent from the SAG membership. More than 50 name film players will appear in the 13-week series. Screen Writers Guild will contribute to its scripting. The SAG program will succeed John Nesbitt's *Passing Parade* sponsored weekly on CBS by Gulf Oil Corp., and release to the East Coast only, from Hollywood.

WTIC, Hartford, in addition to four daily quarter-hours of news, is preceding signoff each night with a five-minute news summary of outstanding worldwide events.

39,830 FARM INTERVIEWS

were made by The Hooper-Holmes Bureau in the past 12 months.

We can obtain an accurate picture of the territory your station covers.

THE HOOPER-HOLMES BUREAU, INC.
[illegible] MAIDEN LANE, NEW YORK

Education Clinics Mark Conference

Latest Methods Are Shown at Chicago Radio Gathering

EFFECTIVENESS of the Second School Broadcast Conference in Chicago, Dec. 1-3, lay in its emphasis on radio demonstrations and clinics rather than on broad theoretical discussions of radio in education. More than 400 teachers and radio station people attended the three-day conference given under auspices of the Chicago Radio Council and directed by Harold Kent.

A series of classroom demonstrations in which about 200 school children participated pointed the utilization of audio education. CBS originated its *American School of the Air* from the conference and NBC broadcast a portion of its *America's Town Meeting of the Air*.

Trade Exhibitors

Radio people attending the conference included Sterling Fisher, educational director of CBS; William D. Boutwell, of the U. S. Office of Education; Judith Waller, NBC-Chicago educational director; H. B. McCarthy, Wisconsin U.; Lavinia Schwartz, CBS-Chicago; Pearl Broxam, Iowa U.; Ellsworth Dent, RCA Co.; Harriet Edwards, CBS-St. Louis; Harold Engel, Wisconsin U.; James Finn, Colorado State College; Helen Hardin, WGN; Harriet Hester, WLS; Joyce Jaeger, WHA; Max Karl, WCCO; H. B. Masters, Ohio State U.; Allen Miller, University Broadcasting Council; Clarence M. Morgan, Indiana State Teachers College; Joseph Ries, WLW; Thomas D. Rishworth, KSTP; Larry Roller, WHK-WCLE; Keith Tyler, Columbus; Joseph F. Wright, Illinois U.; A. Chapman, Texas U.

Exhibitors included the following: Standard Radio; Allied Phonograph & Record Mfg. Co., Hollywood; NBC-Chicago; RCA-Victor Distributing Corp.; WLS; WBBM-CBS; Allied Radio Corp., Chicago; Federal Radio Project; Press Radio Features, Chicago; WGN; National Committee on Education by Radio; Gamble Hinged Music Co.; Gordini & Lee Radio Productions.

A third School Broadcast Conference is planned for December, 1939.

Mormon Test

CHURCH OF JESUS CHRIST of Latter Day Saints, Salt Lake City, (Mormon Church), on Nov. 20 started for 13 weeks a weekly half-hour transcribed historical dramatic series, *The Fullness of Times*, on KSL, that city, in a test. Following the test, the completed series of 52 episodes, produced by Mertens & Price, Los Angeles production firm, will be placed on 200 stations. Latter Day Saints also plans to supply the full series to 600 missionaries. Chase Varney, author of *Sunday Players* Bible dramas, is scripting the new series.

COMPLETION of five years on NBC was celebrated Dec. 5 by the entire cast of Oxydol's *Own Ma Perkins* program, sponsored by Procter & Gamble Co., Cincinnati, Mondays through Fridays, 3:15-3:30 p. m. Blackett-Sample-Hummert, Chicago, is agency.

KTBS, WRTD Appeals Denied by U. S. Court

APPEALS of KTBS, Shreveport, and of WRTD, Richmond, from FCC decisions were dismissed by the U. S. Court of Appeals for the District of Columbia Nov. 30 following court conferences with counsel for parties and the Commission in connection with motions filed on behalf of the Commission to dismiss.

WRTD appealed from the decision of July 19 granting the application of WRNL for an increase in power from 500 to 1,000 watts and change in hours of operation from daytime to unlimited. The appeal was based largely on economic grounds and the claim that there was no need for the additional service. It also alleged that the grant was invalid because it resulted from the affirmative vote of only three of the seven commissioners.

KTBS appealed from the Commission's decision of June 28 granting the application of Wichita Broadcasting Co. for a construction permit for a new station on 620 kc., 1000 watts until local sunset and 250 watts night, unlimited. The call letters KWFT were assigned to the Wichita Falls station. KTBS claimed it had filed with the Commission an application for the 620 kc. assignment and that the Commission erred in granting the Wichita application without giving consideration to its pending application.

San Francisco Gets NAB Convention

(*Continued from Page 11*)

ton, operator of KJBS, San Francisco, made the proposal and will head the committee to select the hotel and designate the specific dates.

July was selected as the convention month with the idea that many members would like to make the trip a family vacation jaunt. Special exposition rail rates, it is expected, will be in force.

It had been thought that Washington would be named as the ideal locale for a business session in which regulatory practices constitute the predominant topic. Omaha, Chicago, New York and Cincinnati were also mentioned, but Mr. Brunton's motion carried with practically no debate.

There was heated discussion on the transcription library deal. The objective is to create 300 hours of tax-free music (both public domain and popular) by the end of 1940 to enable the industry to face any emergency which might be precipitated through failure to negotiate acceptable renewal contracts with ASCAP for its copyrighted repertoire.

Disc Contract

The board listened to both Mr. Brinckerhoff and Ralph Wentworth, partner of the Lang-Worth firm, before taking its action. It questioned the transcribers closely on financial responsibility and ability to follow through. The Brinckerhoff company, under private contract, recorded the 20 hours of the NAB transcribed library already available, for which there are 118 station subscribers. Edward Fitzgerald, former director of the NAB Bureau of Copyrights, is understood to be associated with Mr. Brinckerhoff.

Following the meeting Mr. Miller explained that under the arrangement with Brinckerhoff, the NAB Library will be continued under that name, with the Brinckerhoff company agreeing to fulfill the contract on transcription production, together with sheet music and arrangements of the same tax-free numbers. The 20 hours already recorded by the NAB will be licensed to Brinckerhoff for use. All stations subscribing to the NAB service will be licensed to use music developed by Brinckerhoff. The NAB will retain the right to license other broadcast stations to use the music.

Under the terms of the agreement, Brinckerhoff will pay to the NAB $25,000 in cash plus 50% of the receipts from the sale of the 80 additional hours to be transcribed to fulfill NAB's commitment of 100 transcribed hours. NAB will also receive 50% of the proceeds from new sales of the existing 20 hours. Funds will be paid by Brinckerhoff to the NAB until the total amount invested by NAB members—$58,000—is written off. Brinckerhoff has agreed to produce the 300 hours of transcribed music in the tax-free category as fast as the industry can absorb them.

The Lang-Worth proposition contained no cash guarantee but also provided for reimbursement of the NAB investment as sales were made to stations. There was no cash guarantee, however, and that phase alone is believed to have motivated a majority of the board in voting the Brinckerhoff proposition. The Lang-Worth firm already has some 80 hours of tax-free music recorded, whereas, the Brinckerhoff company has not been active in the tax-free library field.

Mr. Miller pointed out that an advisory committee of broadcasters will be named to consult with the Brinckerhoff company on development of the library. The agreement stipulates that the cost will be $10 per hour for broadcasters for the first 80 hours produced and after that not more than $15 for the next 200 hours subject

MARTIANS MIGHT MAKE IT,
BUT the programs of network stations don't scale our mountains regularly.

Isolated from all dependable network service, 98,400 radio families that spend $177,939,000 annually, tune to WTBO for their only consistently dependable radio service.

Which explains why--

WTBO is a MUST medium for National Advertisers.

★ National Representatives: JOSEPH H. McGILLVRA

800 KC·
CLEAR CHANNEL
250 WATTS

WTBO
Cumberland, Maryland

NO NETWORK STATIONS SERVE THIS CITY

That rich territory between Spokane and Butte...

- 1. Rich irrigated farm lands.
- 2. Spendable income over $625 per capita.
- 3. Over 25 million dollars in PWA construction alone, under way or approved in this region.
- 4. Only one station covers this area.

★
KGVO
Missoula, Montana
CBS Affiliate 5,000 watts

to any change that might be necessary by virtue of revisions in the scale for union musicians.

In adopting the report of the committee on associate memberships, the board set up a definite scale of fees, most of them flat but several based on volume. The committee comprised John J. Gillin, WOW, Earl H. Gammons, WCCO, and Gene O'Fallon, KFEL.

Under the scale, lawyers, consulting engineers, equipment manufacturers and advertising agencies would be admitted to associate membership at a fee of $250 per year. Station representatives with 10 stations or less would pay $250 annually, with 15 stations $500, 20 stations $750, and 25 or more stations $1,000. Transcription companies would pay from $250 to $1,000 per year based on volume and news services and research organizations $500 per year.

The board urged that further efforts be made to have stations contribute their pro rata share to the Federal Radio Education Committee fund. Involving a project expense of $250,000, the broadcasters' share is $83,000 of which $47,000 has been pledged and only $26,000 paid.

The board espoused station cooperation with manufacturers in urging stations to broadcast gratis spot announcements suggesting that radio sets be given as Christmas presents. This was on the theory that modern radios make more satisfied listeners and not only help manufacturers but also increase radio circulation for stations.

The board authorized appointment of a committee by President Miller to meet with the radio committee of the American Newspaper Publishers Association in early February in connection with cooperation between the two great media. J. S. ray, publisher of the *Monroe* (Mich.) *News*, is chairman of the ANPA committee. The meeting was arranged in pursuance of the recent amicable relationship established with the NAB by James G. Stahlman, president of ANPA and publisher of the *Nashville Banner*, who addressed the NAB district meeting in Nashville, Nov. 28, and pledged "shoulder to shoulder support" of broadcasting in its fight against infringement of free speech.

At the all-day session, codes used by the networks and the NAB code itself were reviewed and appraised. There followed recommendations to the board that a committee be appointed to procure and review all codes and standards of practice of every network and station. It was also recommended that a campaign of education be conducted by the NAB board for all member stations, explaining the problem and the desirability of self-regulation. Recommendation generally was made that NAB continue and enlarge its role as advisor to stations on questionable program matters.

The key problem at the committee meeting, just as it developed as the focal issue at the board meeting, was that of enforcement of any regulations that might be adopted. The conclusion reached by the New York group was that extreme care would have to be exercised in coping with that particular phase.

At the Washington session were 16 of the 23 members of the board: John Shepard, 3d, Yankee Network; Walter J. Damm, WTMJ; Clair McCollough, Mason-Dixon Group; W. Walter Tison, WFLA; John J. Gillin Jr., WOW; Ralph R. Brunton, KJBS-KOW; Frank M. Russell, NBC Washington vice-president; Earl H. Gammons, WCCO; Harold V. Hough, WBAP-KGKO; Herb Hollister, KANS; Donald W. Thornburgh, CBS Hollywood vice-president; John Fetzer, WKZO; O. L. Taylor, KGNC; Gene O'Fallon, KFEL; John Elmer, WCBM; Ed Allen, WLVA.

Action in connection with program standards came after a meeting in New York Dec. 5 of the special committee named by President Miller to discuss the whole proposition of self-regulation. At this meeting, it was agreed in substance that the NAB code, adopted in 1935, should be re-evaluated and pointed up.

At the New York meeting were President Miller, acting as chairman; Lenox R. Lohr, NBC president; Edward Klauber, CBS executive vice-president; Theodore C. Streibert, MBS vice-president; Edgar L. Bill, WMBD, Peoria (who offered the resolution on the revised code); Ed Craney, KGIR, Butte, who seconded the resolution; Paul W. Morency, WTIC, Hartford, all members of the committee, and Messrs. Spence, Bennett and Kirby of the staff.

In addition to this group, Niles Trammell, incoming executive vice-president of NBC, and Gilson B. Gray, commercial continuity editor of CBS, sat in on the discussion.

Red Heads

REX DAVIS, fiery-haired WCKY announcer, officiated at a special broadcast by WCKY when the Cincinnati Chapter of the National Order of Red Heads was inaugurated. Red-haired men and women of all shades attended and were interviewed. One of the purposes of the order is to prove to the world that red heads do not have fiery tempers.

Canada Ratifies Treaty

(*Continued from Page 11*)

was advised regarding the collateral arrangement which in turn presumably is being forwarded to the Mexican authorities. Because of Canada's ratification, an entirely new aspect is given the situation and prospects are viewed as brighter.

How much influence the American operators of Mexican border stations may exert in the future on Mexico's action is the focal issue. Unconfirmed reports were that these operators had prevailed upon Mexican authorities to withold approval since their stations, under the terms of the treaty, eventually would be eliminated and since definite facilities would be allocated for clear channel assignments in the interior of the country where they could serve Mexican nationals rather than American listeners.

Under the terms of the treaty, the existence of all stations in this country is assured, with full-time assignments for many of the time-sharing stations and with provisions for horizontal increases for locals to 250 watts night and certain types of regionals to 5,000 watts night. In most instances stations would be shifted from 10 to 30 kc. within the band 550-1600 kc. as a means of accommodating stations in Mexico and Cuba, as well as Canada. The present three-station classification of clear, local and regional would be supplanted by a six-class structure with duplication provided on all save Class I or dominant clear stations.

All told, 59 channels were designated as clear, 41 as regional, and six as local, with mutual use of regional with local channels among the nations according to prescribed engineering specifications.

In the clear channel category, the treaty stipulated the United States would have accommodations for 63 stations on clear channels, Mexico 15, Canada 14, Cuba five and Newfoundland, Dominican Republic and Haiti one each. Of the total 32 channels would be assigned exclusively to the United States and the proposal was that 25 of these channels be made Class I-A. How these channels would be divided, however, is the key issue in the pending rules. The subject of top I-A power also is involved.

WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.

"Main St. Hartford"

A 15 minute street interview broadcast at 1:30 P.M., Monday Thru' Friday, with a transcription of the same program broadcast at 11:05 P.M. It's new . . . informal . . . entirely different! Right now, it's available for sponsorship. Wire or write for full details.

BASIC STATION OF
COLUMBIA BROADCASTING SYSTEM
National Representatives
PAUL H. RAYMER COMPANY

Keeping Company
in HAWAII

LITTLE ORPHAN ANNIE (Ovaltine)
MA PERKINS (Oxydol)
GOSPEL SINGER (Ivory)
ROAD OF LIFE (Camay)
VIC AND SADE (Crisco)
EASY ACES (Anacin)
HILLTOP HOUSE (Palmolive)
MYRT AND MARGE (Super Suds)
BETTY AND BOB (Wheaties)
LADY COURAGEOUS (White King)

FIRST in National Transcription Spot Business

KGMB-KHBC
Honolulu Hilo

Paul H. Raymer

Congratulations—on the way in which you and your associates presented recent KWK promotional material to National Spot Time Buyers. • There is plenty of evidence that the advantages in using KWK were clearly demonstrated—and to the right people.

KWK NBC BLUE MBS
ST. LOUIS

WKY's Convincer

SOME 80,000 requests convinced Superior Feed Mills of WKY's effectiveness, the Oklahoma City station claims in a bright red folder sent to the trade.

HAROLD H. BEVERAGE, RCA engineer noted for the Beverage antenna, has been awarded the 1938 Armstrong Medal of the Radio Club of America in recognition of his work on aerial systems.

PROFESSIONAL DIRECTORY

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An Organization of
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Dedicated to the
SERVICE OF BROADCASTING
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Consulting Radio Engineer
FIELD INTENSITY SURVEYS
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CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas
and Antenna Phasing Equipment, Field Strength Surveys,
Station Location Surveys.
260 E. 161st St. NEW YORK CITY

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

Out West It's
R. D. MARTIN
Consulting Engineer
Field Surveys
Over all Transmitter and
Antenna Testing
7 S. Howard St. Spokane, Wash.

FEDERAL RELATIONS
BUREAU, Inc.
Southern Bldg. Washington, D. C.
FCC matters prepared, filed
and prosecuted by our staff
of attorneys and engineers.

They Never Miss . . .
Station owners, managers, sales managers and chief engineers comb every issue of BROADCASTING.

RCA
WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

Holiday Greetings

TO BRING holiday greetings to present and prospective advertisers, KVI, Tacoma, is carrying thrice-weekly *The Christmas Spirit*, shortwaving the program from some advertiser's place of business. The announcer describes decorations, brings some of the staff to the microphone, interviews Christmas shoppers and gives KVI's holiday wishes to radio listeners.

CALIFORNIA Fruit Growers Exchange, Los Angeles (citrus fruits), heavy user of radio time this past year, on Nov. 22 started, for four weeks, twice-weekly evening quarter-hour *Frost Warnings*, to farmers and growers in the Pacific Southwest, on 7 Southern California Don Lee network stations. Agency is Lord & Thomas, Los Angeles.

Foundation Dinner

SECOND annual dinner of the McCosker-Hershfield Cardiac Foundation was held Dec. 4 at the Hotel Plaza, New York. Organization, which was founded by Alfred J. McCosker, president of WOR, and Harry Hershfield, the cartoonist, to provide treatment for sufferers from heart disease, is now negotiating the purchase of a building to carry on its work. Speakers who praised the Foundation's accomments, included Donald Flamm, president of WMCA; Col. Theodore Roosevelt; Postmaster General James A. Farley; Mgr. Fulton J. Sheen, Catholic educator; Representative Bruce Barton; James J. Walker, former mayor of New York; Dr. Shirley W. Wynne; Harold G. Hoffman; Supreme Court Justice Ferdinand Pecora; Maurice Babbitt; Bob Benchley and George Jessel. Louis Nigel was toastmaster.

EDDIE CANTOR, star of *Camel Caravan* on CBS, is the only American radio star to be listed in the British *Who's Who* edition of 1939.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

National Radio Employment Bureau. All departments except talent. Complete information free. Paramount Distributors, Box 864, Denver, Colo.

NATIONAL RADIO EMPLOYMENT BUREAU wants good experienced radio time salesmen, also men who have experience as combination announcers and operators. Free information. Write Paramount Distributors, Box 864, Denver, Colorado.

Situations Wanted

All-around Announcer, knows Dramatics and Production Lines. Educated. Single. References. Box A138, BROADCASTING.

Experienced radio operator. Transmitter, control room. Accurate transradio. Single. Anywhere. Box 185, BROADCASTING.

Radio operator, five years experience, 1st class telephone-telegraph license, copy Transradio. A-1 references. Box A188, BROADCASTING.

Operator. Young. Married. Telephone 1st. Position with advancement desired. Now employed as Service Manager. Box A189, BROADCASTING.

ENGINEER-ANNOUNCER, capable taking full charge. 1st class telephone license. Twenty years radio experience. Box A186, BROADCASTING.

SALES MANAGER: Nine years brilliant experience in selling, advertising, marketing and research. Producer. Creative. American. College. Investigate. Box A194, BROADCASTING.

Chief Engineer of Mid-Western Radio Station desires change of position. Actively employed in broadcasting since 1924. Experience all phases broadcast engineering, operating, construction, installation. Investigation may prove valuable. Excellent references. Box A196, BROADCASTING.

Production man, ten years' experience, production, programming, promotion, writing. Employed, but wants to make change. Married. Will accept small salary. Box A165, BROADCASTING.

Showman: Eight years experience, announcer, producer, M. C., etc., in radio also all phases of show business desires opportunity, salary secondary, where ability and resourcefulness count. Young, single, excellent personality and voice. Will go anywhere, mid-west preferred though, at my expense and prove that I have the goods or you owe me nothing. Box A191, BROADCASTING.

Experienced station manager now employed Sales Manager regional station seeking better opportunity. Perfectly qualified for station or commercial management. Past record proof of ability. Consider local or regional station. Personal interview. Box A195, BROADCASTING.

Situations Wanted (Cont'd)

Announcer salesman wants job with small southern station. Record of voice on request. Box A184, BROADCASTING.

Producer, announcer, writer, successful network — independent experience. Seeks affiliation progressive station. Click built shows a specialty. Employed. Excellent references. Box A192, BROADCASTING.

Representatives

Station Managers—Do you want more business? To a few stations in worthwhile territory we offer splendid coverage. Now in contact with all important advertisers in Middle West. Jones & Hawley, 228 No. LaSalle St., Chicago; 1635 East 25th St., Cleveland.

Schools

WRITING FOR RADIO

WRITERS: are your programs clicking? AGENCY MEN: why not learn how? ANNOUNCERS: prove more valuable! Home Study Course of Collegiate standing. Send for Circular B. Approved School. RADIO INSTITUTE OF AMERICA, 160 W. 73 St., New York City.

Wanted to Buy

Want Fairchild or Presto complete portable recording 16" turn-table and amplifier. Box A197, BROADCASTING.

Wanted: Radio Station any size. All letters will be confidential. Box A193, BROADCASTING.

For Sale—Equipment

For Sale: Standard Radio Broadcasting Equipment. Write for printed list and make your bid. Box 187, BROADCASTING.

Best offer takes Motor Generator set. Motor 7½ h.p., 2200 volts, 3 phase, generators one, 2000 volts, 1.35 amps., other 2000 volts, 0.85 amps. Both direct. Connected to motor on large base. In good shape. Box A190, BROADCASTING.

For Rent—Equipment

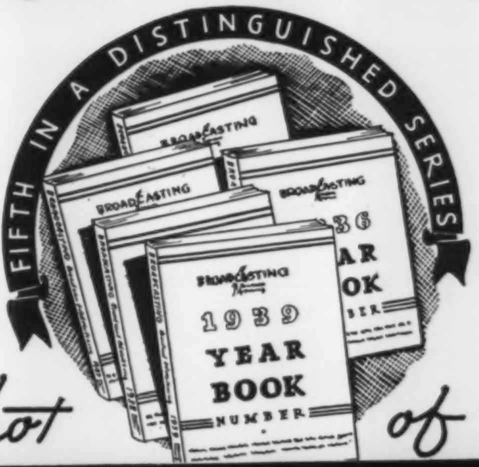
Approved equipment, RCA TMV-75B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

Do You Want

an employe—a new job—to buy or sell used equipment—to rent equipment?

A classified ad in BROADCASTING will do the job quickly and economically.

...for advertising copy for the 1939 Year Book Number


FIFTH IN A DISTINGUISHED SERIES
BROADCASTING
1939
YEAR
BOOK
NUMBER

The best shot of the year

IF YOU HAVE NOT RESERVED SPACE IN THIS IMPORTANT ISSUE, WIRE YOUR RESERVATION **TODAY!**

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

NOVEMBER 30 TO DECEMBER 13, INCLUSIVE

Decisions . . .

NOVEMBER 30

ORAL ARGUMENT—WLW, Cincinnati, extension exp. auth. 500 kw, 12-15-38; KLS, Oakland, Ex. Rep. I-732, 12-15-38; NEW, Hildreth & Rogers Co., Lawrence, Mass., 12-15-38.

MISCELLANEOUS — WJJD, Chicago, brief accepted re WCOP applic.; KSAN, San Francisco, granted petition intervene Larry Rhine; Missionary Society of St. Paul the Apostle, New York, granted request subpoenas to CBS officials for WPG hearing; WFMJ, Youngstown, O., granted mod. CP trans., studio, radiator sites; WIRE, Indianapolis, granted CP move old trans., use as aux.; KVAK, Atchison, Kan., granted mod. CP trans., radiator; WCLS, Joliet, Ill., granted CP change equip.; WWL, New Orleans, granted extension completion; WCOV, Montgomery, Ala., granted mod. CP trans., studio, radiator.

NEW, Emporia Bcstg. Co., Emporia, Kan.—Granted CP 1370 kc 100 w D.

DECEMBER 2

MISCELLANEOUS—KYA, San Francisco, granted petition for depositions; NEW, William H. Bates Jr., Modesto, Cal., same; Missionary Society of St. Paul the Apostle, New York, granted request subpoena CBS officials in WPG hearing.

DECEMBER 5

MISCELLANEOUS — WBBC, WLTH, WARD, Brooklyn, granted extension time file briefs; WNOX, Knoxville, temp. auth. 5 kw N; WTAR, Norfolk, Va., granted CP increase D to 5 kw; NEW, Paul J. Gollhofer, Brooklyn, and NEW, Lillian E. Kiefer, Brooklyn, granted rehearing and set aside decision on WWRL applic., and designated for further hearing the several applications involved, also WCNW; KARK, Little Rock, granted extension 60 days; time of operation for WBCM, WIBM, WJIM, WKBZ and WMBC changed to Eastern Standard Time; the following attorneys approved: David A. Bridewell, Chicago; John W. Cross, William Sabine, Washington; Charles M. Sparrenberger, Evansville, Ind.

SET FOR HEARING—KRCS, Seattle, CP increase power eac.; KTSA, San Antonio, vol. assign. license to Sunshine Bcstg. Co.; WEXL, Royal Oak, Mich., CP change freq., increase power etc.; WBNX, New York, CP increase power etc.; NEW, Suffolk, Va., CP increase power etc.; KAND, Corsicana, Tex., CP increase power etc.

DECEMBER 6

WLW, WSAI, Cincinnati—Granted mod. license to Crosley Corp.

DECEMBER 7

WDZ, Tuscola, Ill.—Granted increase to 1 kw. (operates D only).

NEW, Great Western Bcstg. Co., Omaha—Denied CP 1500 kc 100 w unl.

NEW, Roberts-MacNab Co., Livingston, Mont.—Denied CP 100-250 w unl.

KGDM, Stockton, Cal.—Denied CP increase to 5 kw ltd., 1150 kc.

NEW, P. W. Spencer, Rock Hill, S. C.—Granted CP 1500 kc 100 w D.

MISCELLANEOUS—WRR, Dallas, extension time to file appearance, hearing continued to 1-20-39; KTEM, Bell Bcstg. Co., Temple, Tex., granted petition take deposition; NEW, Sweetwater Radio Inc., Sweetwater, Tex., granted petition take depositions.

DECEMBER 9

KYA, San Francisco—Granted continuance renewal hearing to 1-27-39.

DECEMBER 12

KATE-Albert Lea, Minn.—Granted mod. license to unl. 100-250 w.

NEW, Fla. W. Coast Bcstg. Co., Clearwater—Denied CP 1300 kc 250 w D.

NEW, Pawtucket Bcstg. Co., Pawtucket, R. I.—Denied CP 1390 kc 1 kw unl.

MISCELLANEOUS — WJEJ, Hagerstown, Md., granted auth. withdraw applic. without prejudice; NEW, James F. Hopkins, Inc., Ann Arbor, Mich., same; NEW, John F. Nolan, Steubenville, O., same; WLLH, Lawrence, Mass., granted exp. auth. synchronized station at Lawrence, Mass.; WAGM, Presque Isle, Me., granted two-month extension license (subject to action of Commission for alleged failure to comply with Rule 340.01); NEW, N. B. Egeland, Fort Dodge, Ia., denied rehearing applic. new station, denied 9-13-38; WELI, New Haven, denied rehearing petitions filed by WDBJ, WBRC, KROW in No. 3761, 4306 involving WELI; denied WABY petition rehearing, also WOKO; denied concellation of order re permit to Troy Bcstg. Co. to recall such permit if issued; and for consolidation of records and for joint and comparative consideration; NEW, George H. Payne, San Jose, Cal., denied as in default applic. CP 1440 kc 500 w unl. and motion for continuance denied; NEW, W. A. Steffes, Minneapolis, denied as in default applic. 1310 kc. 250 w D, which was recommended for dismissal with prejudice in examiner's report; NEW, L. L. Coryell & Son, Lincoln, Neb., dismissed rehearing and supplemental petition for rehearing in No. 4509, and denied Cornbelt Bcstg. Corp. rehearing petition in No. 4604; WLW, Cincinnati, denied petition for submission of proposed findings of fact and conclusions and for other relief re No. 5012; KOXC, Dorvallis, Ore., denied reopening hearing re applic. KOY mod. license to change freq. to 550 kc, which was heard by an examiner and oral argument held 11-10-38.

SET FOR HEARING—NEW, Great Union High School District, N. Sacramento, Cal., CP 1420 kc 100 w D; KERN, Bakersfield, Cal., CP move locally, change to 1380 kc 1 kw, new equip., radiator; KMJ, Fresno, Cal., CP move trans. etc., increase D 1 to 5 kw; NEW, Niagara Falls Gazette Pub. Co., Niagara Falls, N. Y., CP 1260 kc 1 kw D; KDAL, Duluth, applic. transfer control Red River Bcstg. Co. to Dalton A. and Charles LeMasurier; WTAQ, Green Bay, Wis., CP increase 1 to 5 kw etc.; WMAQ, Chicago, applic. renewal license (WMAQ facilities requested by WHA); WDAN, Danville, Ill., mod. license to 1500 kc 100-250 w unl.

WINS, New York—CP change equip., antenna.

WBEO, Marquette, Mich.—License for CP new trans., increase power.

WKBN, Youngstown, O.—Mod. license D to 1 kw.

KTUL, Tulsa—License for CP as mod. new equip., directional antenna, increase power, move trans.

DECEMBER 13

MISCELLANEOUS—WTHT, Hartford, granted auth. take depositions; NEW, Calaway & Hooper, Marysville, Cal., granted petition intervene Yuba-Sutter Bcstrs.; WJRD, Tuscaloosa, Ala., granted petition take depositions.

Examiners' Reports . . .

NEW, Tacoma Bcstrs., Tacoma, Wash.; Michael J. Mingo, Tacoma—Examiner Seward recommended (I-739) that applic. Tacoma Bcstrs. CP 1420 kc 100-250 w unl. be granted; that applic. Michael J. Mingo CP 1400 kc 250 w unl. be denied.

WBLK, Clarksburg, W. Va.—Examiner Seward recommended (I-740) that applic. increase D to 250 w be granted.

WSJS, Winston-Salem, N. C.—Examiner Hill recommended (I-741) that applic. CP increase D to 250 w be granted.

DECEMBER 2

NEW, Lawrence J. Heller, Washington—Exp. auth. 1310 kc 10 to 50 w to operate in addition to new station if and when granted.

WRVA, Richmond—Mod. CP new trans., antenna etc., for trans. changes.

WCHS, Charleston, W. Va.—License as mod. new trans., antenna etc.

WGNC, Gastonia, N. C.—Mod. CP new station re antenna, trans.

NEW, Gazette Co., Cedar Rapids, Ia.—CP 1420 kc 100 w unl.

WOC, Davenport, Ia.—CP change 1370 kc 100-250 w to 1390 kc 1 kw, new trans., antenna.

WHBY, Green Bay, Wis.—CP move trans., new trans. and antenna.

DECEMBER 8

WMMN, Fairmont, W. Va.—License for CP increase power, etc.

NEW, Joseph A. Lattimore, Shelby, N. C.—CP 1370 kc 100-250 w unl.

WMFO, Decatur, Ala.—Vol. assign. license to Tennessee Valley Bcstg. Co.

WSPA, Spartanburg, S. C.—License for CP new trans., antenna.

KSCJ, Sioux City, Ia.—CP directional, increase N to 5 kw.

NEW, Thomas R. McTammany, Modesto, Cal.—CP 740 kc 250 w D, amended to 1340 kc 500 w unl.

NEW, Calaway & Hooper, Marysville, Cal.—CP 1320 kc 250 w D.

DECEMBER 9

WINS, New York—Vol. assign. license to Metropolitan Bcstg. Corp.

NEW, Crosley Corp., Cincinnati — License for facsimile high-freq. 1 kw.

WAPI, Birmingham—CP new trans., antenna, change 1140 kc 5 kw to 1070 kc 50 kw unl.

KSAM, Huntsville, Tex. — CP increase 100 to 250 w.

WDSM, Superior, Wis.—Vol. assign. CP to WDSM Inc.

KSO, Des Moines—License for CP directional antenna, increase power.

WAAW, Omaha—Vol. assign. license to World Pub. Co.

FCC Appropriation Bill Postponed by Committee

BECAUSE most members of the committee apparently desire to be present, Chairman Woodrum, of the House Subcommittee in charge of independent office appropriations, has indefinitely postponed hearings on the FCC appropriations for the 1939-1940 fiscal year. The hearings were scheduled to begin in early December.

The FCC, it is understood, is asking for approximately $2,300,000, as against $1,700,000 for the current fiscal year. Doubt is being expressed as to whether it will procure the entire amount, though a $2,000,000 figure is thought likely.

The FCC is seeking the additional funds primarily with the idea of increasing its personnel at Washington headquarters, notably in the Law and Accounting departments where some 40 additional people are desired. It now has a force of 420 in Washington and of 182 in the field. Branch offices of the Accounting Department also are being sought in five centrally located cities.

During the last session or two, members of the Appropriations Subcommittee have dealt rather harshly with FCC spokesmen. It is entirely likely, it was thought, that the committee might call all members of the Commission at the forthcoming hearings because of the increased interest of committee members in FCC activities.

The subcommittee holds its sessions behind closed doors, but the verbatim text of the examination is made pulic when the independent offices appropriations bill reaches the House floor early in the session.

License Renewal Ruling Stiffened

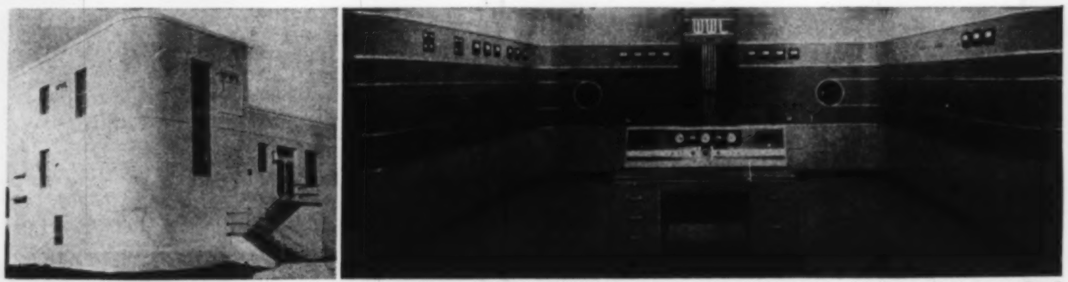
TIGHTENED license renewal requirements were announced Dec. 13 by the FCC, which said that hereafter it will insist on strict adherence to rules requiring filing of renewal applications more than 60 days in advance of expiration. No temporary broadcast licenses or extensions will be issued where the station fails to file renewal applications. When an application is received less than 60 days in advance of expiration, "a temporary extension of license only will be granted and the reasons for so acting will be made public."

The Commission said experience has shown 60 days is the minimum required to check and study applications. Temporary extensions, even for 30 days, are unwarranted and may not be legally granted where no application has been filed, it was said.

The FCC announced eight stations currently are "tardy" with renewal applications, KUSD, Vermilion, S. D.; WCBS, Springfield, Ill.; WIRE (auxiliary transmitter) Indianapolis; WKAT, Miami Beach; WQBC, Vicksburg; KGDM, Stockton; KIEV, Glendale, and WDZ, Tuscola.

The Commission admonished that renewals should reflect actual conditions and that errors should be avoided. It did this to avoid the necessity of returning applications and of granting temporary extensions.

AGASH Refining Corp., and Manco Baking Co., opening their 1939 radio campaign, have taken sponsor-participation in Dr. Dubovsky's *Health & Happiness* Jewish program over WARD, New York, according to Crown Advertising Inc. Feature is heard Monday, Wednesday and Friday from 11 a. m. to 11:45 a. m.—Agash for Italian Cook Salad Oil, and Manco for Manischewitz Sliced White Bread, Callah and Pumpernickel.



NATION'S newest "power-shooter" is WWL's ultra-modern 50,000-watt transmitter at New Orleans. Both the new transmitter building and the RCA transmitter and master control are modern in design. The plant was dedicated Nov. 30, together with an entirely new radiating system expected to give the 850 kc. clear-channel station one of the best signals in the country. Vincent Callahan is WWL manager.

Network Accounts

All time EST unless otherwise indicated.

New Business

RALSTON PURINA CO., St. Louis (cereals), on Dec. 8 started *The Inside Story* on 7 CBS Pacific stations, Thurs., 8-8:30 p. m. (PST). Agency: Gardner Adv. Co., St. Louis.

BOWEN MOTOR COACHES, Dallas (bus travel) on Dec. 9 began sponsorship of Elliott Roosevelt's *Texas in the World News*, Mon., Fri., 5:45-6 p. m. (CST), on 19 Texas State Network stations, placed direct from Dec. 9, 1938, to Dec. 9, 1939.

HAWAIIAN PINEAPPLE CO., Honolulu, (Dole Pineapple Juice and Gems), on Jan. 14 starts *Phil Baker* on 63 CBS stations, Sat., 9-9:30 p. m. Agency: Young & Rubicam, N. Y.

GULF OIL CORP., Pittsburgh, on Jan. 8 will start program in cooperation with Screen Actors' Guild on 60 CBS stations, Sun., 7:30-8 p. m. Agency: Young & Rubicam, N. Y.

AURORA LABORATORIES, Chicago (Clear Again remedy), on Dec. 13 started for 13 weeks, *George Fisher's Hollywood Whispers* on 28 Pacific Coast Don Lee network stations, Tues., Thurs., 11:45 a. m.—12 noon. (PST). Agency: Erwin Wasey & Co., N. Y.

CALIFORNIA FRUIT GROWERS EXCHANGE, Los Angeles, (citrus fruits), on Nov. 22 starts for 4 weeks, *Frost Warnings*, on 7 Southern California Don Lee network stations, Tues., Thurs., 8-8:15 p. m. (PST). Agency: Lord & Thomas, Los Angeles.

LOOSE-WILES BISCUIT CO., Long Island City, on Jan. 3 renews *Sunshine News Reporter* on 10 Yankee stations, Tues., Thurs. evenings. Agency: Newell-Emmett Co., N. Y.

Renewal Accounts

F. W. FITCH Co., Davenport (shampoo), on Jan. 8 renews *Fitch Bandwagon* for 52 weeks on 52 NBC-Red stations, Sun., 7:30-8 p. m. Agency: L. W. Ramsey Co., Davenport, Ia.

WM. WRIGLEY Jr. Co., Chicago (chewing gum), on Nov. 7 renewed for 52 weeks *Scattergood Baines* on 50 CBS stations, Mon. thru Fri., 11:15-11:30 a. m. Agency: Neisser-Meyerhoff, Chicago.

GENERAL FOODS Corp., New York (Maxwell House coffee), on Jan. 5 renews for 52 weeks *Good News of 1939* on 82 NBC-Red stations and several CBC stations, Thurs., 9-10 p. m. Agencies: Benton & Bowles, N. Y., and Bill Baker Adv. Agency Ltd., Toronto.

GENERAL ELECTRIC Co., Schenectady (lamps), on Jan. 2 renews for 13 weeks *Hour of Charm* on 58 NBC-Red stations, Mon., 9-9:30 p. m. Agency: Maxon Inc., N. Y.

WARD BAKING Co., New York, on Dec. 26 renews *Jane Arden* for 13 weeks on 15 NBC-Blue stations, Mon. thru Fri., 10:15-10:30 a. m. Agency: Sherman K. Ellis, N. Y.

STANDARD BRANDS, New York (Chase & Sanborn coffee), on Jan. 1 renews *Charlie McCarthy & Edgar Bergen* for 53 weeks on 58 NBC-Red stations, Sun., 8-9 p. m. Agency: J. Walter Thompson Co., N. Y.

WANDER Co., Chicago (Ovaltine), on Jan. 2 renews *Orphan Annie* for 52 weeks on 16 NBC-Red Stations. Mon. through Fri., 4:45-5 p. m., and on WGN, 5:45-6 p. m., CST. Agency: Blackett-Sample-Hummert, Chicago.

F. W. FITCH CO., Des Moines (shampoo), on Jan. 8 renews *Bandwagon* for 52 weeks on 52 NBC-Red stations, Sun., 7:30-8 p. m. Agency: L. W. Ramsey Co., Davenport, Ia.

STANDARD BRANDS, New York (Tender Leaf Tea), on Jan. 1 renews for 52 weeks *One Man's Family* on 50 NBC-Red stations, Wed., 8-8:30 p. m. (re-broadcast, Sun., 12:30 midnight). Agency: J. Walter Thompson, New York.

AMERICAN TOBACCO CO., New York (Lucky Strike), on Jan. 4, renews *Kay Kyser's College of Musical Knowledge* for 13 weeks on 89 NBC-Red stations, Wed., 10-11 p. m. Agency: Lord & Thomas, New York.

BROWN & WILLIAMSON TOBACCO Corp., Louisville, Ky. (Avalon cigarettes), on Dec. 6 renewed *Avalon Time* for 13 weeks on 70 NBC-Red stations, Sat., 7-7:30 p. m., having recently added WMBG, WASH, WHAM to station list. Russell M. Seeds & Co., Chicago, is agency.

CARNATION Co., Milwaukee (evaporated milk), on Jan. 2 renews *Carnation Contented Hour* for 52 weeks, Mon., 9-9:30 p. m., on 64 NBC Red stations beginning its eighth successive year on the air. Agency: Erwin, Wasey & Co., Chicago.

STANDARD BRANDS, New York (Royal desserts), on Jan. 5 renews for 52 weeks *Rudy Vallee* on 53 NBC-Red stations, Thurs., 8-9 p. m. Agency: J. Walter Thompson Co., N. Y.

PRINCESS PAT Ltd., Chicago (cosmetics), on Dec. 18 renews for 52 weeks *Tale of Today* on 7 NBC stations, Sun., 6:30-7 p. m. Agency: Gale & Pietsch, Chicago.

STANDARD BRANDS, New York (Fleischmann's Foil yeast), on Jan. 2 for 52 weeks renews *Getting the Most Out of Life* on 20 NBC-Blue stations, Mon. thru Fri., 11:45-12 noon. Agency: J. Walter Thompson Co., N. Y.

J. M. WILLIAMS Co., Glastonbury, Conn. (shaving cream), on Jan. 2 renews for 52 weeks Dr. Hagen's *True or False* on 36 NBC-Blue stations, Mon., 10-10:30 p. m. Agency: J. Walter Thompson Co., N. Y.

Network Changes

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on Jan. 2 shifts *Central City*, new script serial, from NBC-Blue to 13 NBC-Red stations, 9-9:15 a. m., CST, having added WSAI.

H. FENDRICH, Evansville, Ind. (cigars), on Dec. 25 discontinues *Smoke Dreams* on 21 NBC-Blue stations, Sun., 3 p. m., returning to the air Feb. 21, Sun., 9:45-10 p. m. Agency: Ruthrauff & Ryan Inc., Chicago.

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart dog food), on Jan. 1 moves *Bob Becker's Chats About Dogs* on 28 NBC Red stations from 12:45 p. m. to 2:45-3 p. m., CST. Stations recently added include WKY WFAA-WBAP KTSM KPRC WLW.

CHESEBROUGH MFG. Co., New York (vaseline products), on Dec. 27 shifts *Dr. Christian*, on NBC-Red, from Hollywood to New York for five weeks.

SWIFT & Co., Chicago (Sunbrite cleanser), on Dec. 23 adds WIBM WJIM WELL and WFDF to *Sunbrite Smile Parade* on 25 NBC split stations, Fri., 9:30-10 p. m.

RCA, New York, on Dec. 4 added WNBC and Dec. 11 added WLBZ and WRDO to *Magic Key of RCA* on 117 NBC-Blue stations, Sun., 2-3 p. m. Placed direct.

WHEATENA Corp., Rahway, N. J. (cereal), on Dec. 16 will start *Dorothy Gordon* on 11 MBS stations, replacing *Dad & Junior*, Mon., Wed., Fri., 5:45-6 p. m. Agency: Rohrabaugh & Gibson Adv. Agency, Philadelphia.

S. C. JOHNSON & SON, Racine, Wis. (floor wax), on Jan. 24 switches *Fibber McGee & Co.*, on 67 NBC-Red stations, from Chicago to Hollywood.

LADY ESTHER Co., Chicago (cosmetics), on Dec. 10 added 6 stations (WRVA, KARM, WREC, KRLD, KTRH, KLMA) to *Guy Lombardo* on CBS.

BROWN & WILLIAMSON Tobacco Corp., Louisville, Kentucky (Bugler tobacco), on Dec. 9 moved *Plantation Party* from MBS to NBC-Blue network, Fri., 9-9:30 p. m. Agency: Russell M. Seeds Co., Chicago.

ACME WHITE LEAD & COLOR WORKS, (Detroit (paints), on Dec. 27 adds five stations of the Michigan network (WXYZ, WJIM, WELL, WFDF and WIBM) to *Smiling Ed McConnell* on 14 NBC-Blue stations Tues. and Thurs., 10:30-10:45 a. m. Agency: Henri, Hurst & McDonald, Chicago.

GOSPEL BROADCASTING Assn., Los Angeles, on Dec. 11 added Oklahoma Network (KADA KTOK KVSO KCRC KBIX KGFF) and WSAI, Cincinnati, to *The Old Fashioned Revival* on 11 Mutual stations and the Don Lee Network, Sun., 9-10 p. m. Agency: R. H. Alber Co., Los Angeles.

Loaves and Thrift

FIVE HUNDRED loaves of Friend's Family Bread, sent by air express and delivered by Western Union boys directly to space buyers and advertising men from coast to coast, were used by WAAB, Boston, to call attention to the *Friend's Student Radio Club*. Delivered in manila bags captioned "The Staff of Boston's Radio Life", each loaf contained a special insert hailing WAAB as "Boston's Thrifty Buy" and gave details of the *Student Radio Club*, a series started in August 1938 by the bakery division of Friend Bros.

Better Canadian Market

NEW time sales by Canadian broadcasters as a result of the recently completed reciprocal trade agreement between the Dominion Government and the United States are predicted by Joseph J. Weed, president of Weed & Co., New York, American representative for several Canadian stations. Mr. Weed bases his opinion on the number and type of inquiries from American manufacturers who are anticipating expansion of their Canadian markets.

AAAA Spring Convention

THE 1939 Convention of the American Association of Advertising Agencies will be held May 11-12 at the Waldorf-Astoria, New York. Sessions for members only are scheduled for Thursday, May 11. On Friday, May 12, advertiser guests will be invited to join the agency men in the morning and both advertiser and media guests in the afternoon and evening. The convention will take place only a few days after the opening of the New York World's Fair.

ANA Spring Meeting

SPRING conference of the Association of National Advertisers will be held on May 10, 11 and 12, 1939, at the Westchester Country Club, Rye, New York. Announcements has also been made that the annual meeting of the ANA will be held at The Holmstead, Hot Springs, Virginia, on Sept. 13th through 16th, 1939.

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Merchandising & Promotion

Wedding Game — Midnight Club — Buy at Home — Cincinnati Organ — Hot From the Counters

TEXAS State Network announces a new merchandising policy including the following: Five pre-announcements daily on the 23 TSN stations seven days prior to program starting date to plug talent and show but not mentioning the product to be advertised; five daily announcements for seven days after the program starts; extra spot announcements not to exceed five daily during periods of special promotion.

On contracts of 30 minutes on a 26-week basis, TSN will have a state wide coincidental survey made by a recognized research agency including not less than 2,260 calls. The survey will be made 60 days after the program begins on TSN, and without cost to the sponsor. On half-hour contracts for 13 weeks, TSN will furnish 11x17-inch placards for use in sponsor's retail outlets in TSN's 22 cities. The TSN policy also includes personal letters to jobber-salesmen, wholesalers and key retail units; personal letters from station managers to retail outlets in various primary areas; mats, glossy prints, and newspaper tie-ins.

* * *

Fun With Marriage

S & W FINE FOODS, San Francisco, sponsoring *I Want a Divorce* on CBS in the Far West is offering listeners a "Happy Marriage" game inspired by the successful radio show. The game is given for one tear strip from an S & W coffee can, or the top of an S & W tea carton. It is advertised on the radio program and by store display material. After a few mentions on the air, requests began coming in by the tens of thousands. The account is handled by Emil Brisacher & Staff, San Francisco.

* * *

Contest With a Bias

CONTEST carrying two cash prizes of $50, but favoring time-buyer and advertiser entrants, was announced recently by NBC to get descriptive slogans for its WMAL and WRC, Washington. The bona fide cash prize offer holds for the slogans, but published rules indicate bias in judging entries, viz: "Entries accompanied by a signed broadcast order will receive special consideration" and "Entries of time buyers of agencies and advertisers will be given preference".

* * *

Garb of the Stars

GEORGE FISHER, *Hollywood Whispers* commentator on MBS, for his new true or false movie contest, is offering to give away makeup kits, gloves, dresses, suits, canes and hats which actually were worn by leading stars in various pictures, instead of awarding cash, as is the custom.

* * *

Praise for Kaltenborn

NOVEMBER issue of *WRVA Dialog*, program directory folder of WRVA, Richmond, devoted its front cover to "compliments" for H. V. Kaltenborn, CBS commentator. Programs are listed by type as well as time.

Gift From Oakite

OAKITE PRODUCTS Co., New York, which has used radio for the past ten years and during 1938 has been using home economics programs and tie-in programs on about 22 stations, launched a pre-Christmas campaign the last week in November to run through Dec. 23 offering a special gift of a 50c value silver cleaning plate with the purchase of 2 packages of Oakite cleaning powder. Account is handled by Calkins & Holden, New York.

* * *

Skelly's Club

MORE than 450,000 children in two months have signed for membership in the *Captain Midnight* club after visiting gasoline stations of Skelly Oil Co., sponsor of the five-weekly quarter-hour aviation serial on 23 stations nationally. The transcribed show went on the air Oct. 10 [BROADCASTING, Oct. 1]. The children have been issued badges and membership cards. While in Chicago for a recent stage appearance, Freddie Bartholomew of the movies was made an enthusiastic member by Fritz Blocki, director of the show for Blackett-Sample-Hummert Inc., agency in charge.

* * *

WCCO's Contests

SPECIAL offers and contests heard on various commercial shows on WCCO, Minneapolis, are plugged every Saturday morning on the new *WCCO Offer Index*. Included in information given by the announcer is the offer, entrance requirements, address to which entries are to be sent, and time of program on WCCO.

* * *

Canada Dry Quizzer

CANADA DRY GINGER ALE, New York, is offering listeners to its *Information Please* program, broadcast Tuesday evenings on NBC-Blue, an Information Please game based on the program in exchange for labels from two bottles of Canada Dry beverages and 10 cents.

* * *

Among Radio Editors

LESTER GOTTLIEB, Mutual's publicity coordinator, is planning a weekly bulletin of gossip about radio editors which will be included in each Friday's MBS news release after the first of the year. Idea is to keep editors in different cities aware of each other's activities.

Innes and Out

RADIO special in the Christmas advertising of the local George Innes Co., on KANS, Wichita, recently was a drinking-wetting doll — a tough proposition to describe with propriety on the air. Anxious to make a showing on the item, KANS finally brought out copy centering on how the doll could *drink* water, apparently without limit, and backgrounded by the theme music — *It's the Natural Thing To Do!*

Silks in Omaha

WOW, Omaha, recently equipped six members of its special events department with wine-colored silk gabardine shirts, bearing "WOW" in big letters on the back and the name of each individual embroidered on the sleeve. The shirts are worn whenever special events crew works before a crowd. The idea came from a bowling shirt, worn by Bill Wiseman, WOW publicity manager, at the National Cornhusking contest near Sioux Falls recently, which made newsreels from coast to coast.

* * *

Ranger Safety

FOR SPECIAL promotion of the Lone Ranger Safety Club among local children, WTMJ, Milwaukee, placed Dr. B. L. Corbett of the Milwaukee Safety Commission on the *Lone Ranger* period to encourage club membership. Interviewed by Bill Evans, who handles the *Lone Ranger* series on WTMJ, Dr. Corbett stressed Milwaukee's record as a safe city and emphasized the need for education among children to help the record. Kids get memberships in the club for a box top of Princess Crackers, new product of Quality Biscuit Co., sponsor of the thrice-weekly feature on WTMJ.

* * *

Buy Locally Campaign

BUY AT HOME slogan is being played up on the air regularly over KWLK, Longview, Wash. Various merchants of the city are invited to speak on support of the home merchant. Cashing in on the fact that Longview newspapers have a policy against giving free automobile publicity, KWLK recently instituted a new program called *Automotive Page of the Air*. A number of automobile accounts are backing up the program, according to Manager M. T. Woodling.

* * *

Followers of Arch

STARTED to hold intact a built-up baseball audience, *Arch McDonald's Grab Bag*, a potpourri of commercials and entertainment on WJSV, Washington, is currently averaging 14 spots a day and is expected to be sold out completely soon. The original audience has grown considerably, and with four operators instead of the original two, daily calls are running over 700.

* * *

Reopened Optic

BI-MONTHLY house organ, *WSAEye Opener*, of WSAI, Cincinnati, returned to print recently after a lapse of several months because of staff changes, according to John Conrad, new WSAI promotion manager, and will be sent regularly to all clients of the station.

* * *

Booth at Show

WCKY, Cincinnati, has published a brochure illustrating the merchandising technique used in the WCKY Booth at the Cincinnati Pure Food Show, claimed to be the only radio booth at the show, which was attended by 255,629 persons.

* * *

Greensboro Color

DECEMBER edition of *Nudge*, saucy merchandising publication of WBIG, Greensboro, N. C., appeared in holiday dress, with green ink and Christmasy illustrations, and crammed with merchandising tips.

GORDON HITTENMARK, the *Timekeeper* of WRC, Washington, opened his fourth annual Christmas drive to gather toys for poor kids Nov. 30 with dedication of the "Doll House", a special Christmas-decorated broadcast booth located on a corner just outside the Willard Hotel. Each year he broadcasts his *Timekeeper* programs daily from the booth, collecting toys and dolls brought in by coming-down-towners.

Program Logs as Gifts

WQXR, New York, is plugging subscriptions to its monthly program folder as Christmas gifts, and has prepared a special folder for the week from Christmas to New Year's Day to be mailed to recipients with the names of donor and donee on the cover. Program was started a couple of years ago to take care of requests from listeners concerning selections on broadcasts of the classical music which makes up 80% of the station's fare, and sells for a dime a copy or $1 a year, with circulation of 9,000 and news ones coming in at the rate of about 100 a day.

* * *

Stars in Milwaukee

WTMJ, Milwaukee, is exhibiting in Gimbel's department store in Milwaukee 180 photographs of NBC stars in a collection originally displayed at Radio City. The collection, weighing more than a half-ton and composed of 18x20 inch blowups, is touring the country, promoted by the NBC affiliates in cities visited.

* * *

Holiday Bargains

AS A SPECIAL Christmas promotion, David Ovens, manager of J. B. Ivey & Co., Charlotte department store, interviewed each of his department managers, asking them to explain the bargains and best values in their departments, during the store's regular program on WBT, Charlotte.

* * *

Whiskers in Plastic

USING its chin-whiskered farmer as a theme, as in all its advertising, WDAY, Fargo, N. D., has issued a multi-colored plastic-bound brochure presenting coverage maps and market data on the Red River Valley territory.

* * *

Map of the Coast

TITLED "California Is an Island!", a brochure recently published by CBS, presents an analysis of the geography of the Pacific Coast on a business-geographic basis and a synopsis of CBS's sales job in this territory.

* * *

Texas Listening

WOAI, San Antonio, has published a brochure, *The Tale of Three Cities*, setting out the findings of a recent survey of listening in San Antonio, Austin and Corpus Christi.

MUSICALLY SPEAKING . . .

MUSIC at WLW is more than a group of musicians gathered before a microphone, playing stock arrangements. It is a matter given careful consideration and thought to determine whether the music will appeal to listeners or impress other musicians. WLW's musical department is concerned not with smartness or sophistication but primarily with listener's entertainment. That's why WLW music consists of appealing melody rather than tricks . . . entertainment rather than pedantry. That, too, is why WLW music is so easy to listen to and listened to so much.

Clients seeking sophisticated musical shows can do better elsewhere. However — clients seeking musical shows which will appeal to the greatest possible audience can't do better than at WLW.

Josef Cherniavsky

WLW's *Musical Director*

Virginio Marucci (above) concert violinist and WLW conductor, leads his ensemble in such outstanding WLW productions as "Smoke Dreams", "Cafes of Yesterday", "Los Amigos" and others. The DeVore Sisters (below) blend their voices nightly to add charm and appeal to "Moon River", long one of WLW's most popular programs.

Phil Davis (above) trombonist, leads the band on "Avalon Time", and his "Rhythm in Brass" holds the spotlight on "Four Stars Tonight". The Smoothies (below) one of radio's outstanding trios, make "Vocal Varieties" one of radio's outstanding programs. WLW staff members, the Smoothies have contributed much to the success of many of the Nation's Station's productions.

Rural Audiences like such old time musical shows as "The Boone County Jamboree" (above), "Top o' the Mornin'", "The Musical Chuck Wagon" and others. (Below) WLW's MUSICAL STEEPLECHASE draws crowds to the studios, listeners to their radios.

. . . these things, too, we think are part of the story of

WLW

WLW's Musical Department, headed by Josef Cherniavsky, includes 8 conductors, 5 arrangers, 48 staff and spot musicians, 15 vocalists, 13 musical acts. This array of musical talent means that WLW can create any type musical program. WLW's versatility is exemplified by such productions as "Musical Camera", "The Minstrelman", "Sing Time", "Musical Steeplechase", "Melody Grove" and "The WLW Spotlight".

William Stoess (above) assistant WLW Musical Director, is responsible for such hit shows as "Vocal Varieties", "The Flying Dutchmen", and others. WLW's 8 conductors include Josef Cherniavsky, William Stoess, Joe Luggar, Uberto Neely, Phil Davis, Jimmy James, Virginio Marucci, and Eugene Perazzo. Grace Clauve Raine, WLW's Vocal Director, is responsible for the high quality of all WLW vocal productions.

A LARGE STATION SPEECH INPUT SYSTEM THAT'S *Ideal* FOR SMALL STATIONS!

A COMPLETE HIGH FIDELITY SYSTEM *at low cost!*

This new 1939 RCA Consolette is as efficient as it's streamlined! Its compact design not only simplifies control booth arrangement but cuts installation time and costs to the bone. The RCA 76-B can be used either in individual studio control booths or in two studio layouts. Provides all necessary facilities for broadcasting from two studios, origination of transcription programs, and handling of programs from remote points.

Utilizing one of the most flexible speech input circuits ever devised, the RCA 76-B permits simultaneous auditioning and broadcasting with any combination of studios, remote lines and turntables.

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Four preamplifiers with individual mixers . . . Interlocked push-button switching from either of two mixers to six remote lines and two turntables . . . All operating controls conveniently located . . . Rugged mechanical construction with hinged chassis for greater accessibility . . . Attractive 2-tone umber gray finish—modern functional design . . . Heavy duty, double power supply for external mounting on wall or floor permits use of full-sized components without making console oversized . . . Switches for quick connection of complete emergency amplifying channel . . . A large illuminated VI meter recently developed to accurately follow sound levels without causing operating fatigue . . . Plate current metering for checking of tubes in program channel . . . Separate talk-back microphone with interlocked switching to studios and remote lines . . . 8 watt monitoring amplifier . . . Step-by-step high quality mixers . . . Factory wired, tested and guaranteed.

RCA *Broadcast Equipment*

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